AUDIENCE RESEARCH INSTITUTE

AUDIT OF MARQUEE VALUES

APRIL 1940

Audience Research Institute herewith presents to RKO RADIO their first Audit of Marquee Values. For reasons set forth below, we believe that this is the most accurate appraisal of personality values in the history of motion pictures.

Estimates of personality values have hitherto had to rely on sources of information which are not always reliable. These sources include the following:

1) BOX OFFICE RESULTS. Nobody can argue with the verdict of the box-office, but it is a blanket verdict which does not pass separate judgment on the many different elements involved in a picture's failure or success. For example, MGM know what "BROADWAY MELODY" did at the box-office, but they don't know who or what was to blame—Murphy, Powell, Astaire, the direction, the story, or the publicity penetration.

2) EXHIBITORS' OPINIONS. It is impossible to expect exhibitors to separate player from vehicle in analyzing box-office results, and it is probably this confusion of player with vehicle which accounts for some of the obvious anomalies in the Motion Picture Herald poll. Nor is it always safe to trust exhibitors as a source of information on public opinion; they cannot prevent their own personal likes and dislikes from influencing their judgment.

3) NEWSPAPER POLLS. The star polls conducted by newspapers rely on ballots mailed in by readers. They have been found to draw the bulk of their votes from groups which do not represent a cross-section of the entire theatre-going public.

4) FAN MAIL. Writing fan letters to movie-stars is not the normal habit of the average American and those who indulge in it do not represent a cross-section of the theatre-going public. Furthermore, there are some personality types which attract more fan mail than others. For these reasons, it would be dangerous to place undue reliance on fan mail as a source of information on marquee values.

5) THE VOLATILE THERMOMETER OF HOLLYWOOD GOSSIP, which is based on all the foregoing sources of information, and is influenced by other factors, some of which bear no relation to public opinion.

The Audit of Marquee Values just completed by Audience Research Institute provides a more realistic source of information than any or all of the sources enumerated above. It is believed that this Audit is unique, for the following reasons:

1) It is the only study in which the people questioned represent an accurate cross-section of the total theatre-going public. Four years of research were required to obtain a sufficiently accurate statistical picture of the motion-picture audience to enable us to construct our cross-section. This cross-section is now so accurate that our results represent the opinions of the entire theatre-going public.

2) Our results were obtained by personal interviews and not by mailed questionnaires, and for that reason were not subject to the limitations inherent in all newspaper "star polls".

3) The questions upon which our Audit was based are entirely different from those used in previous attempts to measure personality values. Seventeen experimental studies of personality values were carried out by Audience Research Institute during the last four years, and many research procedures were tried and discarded before one was evolved which would uncover the true facts about theatre-goers' preferences. No comparable research has been conducted elsewhere into the methodology of this problem.

4) By adapting the research techniques used by Dr. Gallup in measuring the popularity of various political personalities, Audience Research Institute has been able to measure the marquee value of each personality in terms of *ticket-buyers.*

5) We have been able to analyze each personality's rating by male and female theatre-goers, and by age groups, thus making it possible for producers to cast their pictures with greater precision.

6) Audience Research Institute will repeat this Audit at frequent intervals, in order to detect fluctuations in marquee values before they become apparent to other studios. At the end of one year it should be possible to plot the curve of each personality's marquee value, and so to find out which are on the way up and which are on the way out.

The personalities included in the Audit are those nominated by RKO RADIO, with certain exceptions due to the fact that interviewing had already begun before the RKO roster was received. Bob Hope, Maureen O'Sullivan and Claire Trevor are the only three personalities present on your roster but omitted from the Audit. Collateral research shows that neither O'Sullivan nor Trevor is in the first hundred. No information on Bob Hope is available at this point, but he will be included in the next Audit.

Eight personalities who were not included on your roster will be found in the Audit. These are Robert Donat, W. C. Fields, Dorothy Lamour, Lewis Stone, Victor McLaglen, Jane Withers, Janet Gaynor, and Edward Arnold.

There is evidence to show that seven other personalities probably belong among the first hundred, though none of them among the first sixty. These are: John Barrymore, Gene Autry, May Robson, Helen Hayes, Herbert Marshall, Laurel and Hardy and Joe E. Brown.

The interviews for this Audit were conducted between March 25 and May 5, 1940.

Princeton, May 29, 1940.

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AUDIT OF MARQUEE VALUES

APRIL 1940

THE QUESTION: Respondents were handed a card on which were printed the names of the players and the picture of a theatre marquee. Our interviewers then asked this question: "I'd like you to look at every name and to imagine that it is on the front of a theatre. *Which names would most make you want to buy a ticket?"*

The replies, for all U. S. theatre-goers, are recorded below. They have been translated into an index, the average vote of the first twenty players being given the value of 100.

		Index of Marquee Value			*Index of Marquee Value*
1.	Spencer Tracy	154	34	Carole Lombard	63
2.	Mickey Rooney	139	34	Pat O'Brien	63
3.	Clark Gable	137	36	Loretta Young	62
4.	Bette Davis	126	36	Barbara Stanwyck	62
5	James Stewart	114	36	Norma Shearer	62
6.	Deanna Durbin	107	39	Priscilla Lane	59
7.	Errol Flynn	104	40	Robert Montgomery	57
8.	Paul Muni	103	41	John Garfield	56
9.	Gary Cooper	98	41	Henry Fonda	56
10	Bing Crosby	93	41	Hedy Lamarr	56
11	Myrna Loy	92	41	Leslie Howard	56
12	Tyrone Power	91	41	Katharine Hepburn	56
13	Ginger Rogers	90	46	Robert Taylor	54
14	Jean Arthur	79	46	Greta Garbo	54
15	Charles Boyer	78	48	Alice Faye	50
16	Cary Grant	77	49	Robert Donat	49
17	Lionel Barymore	76	50	Fredric March	48
17	Ronald Colman	76	50	Melvyn Douglas	48
17	Nelson Eddy	76	52	Eleanor Powell	47
20	Jeannette MacDonald	75	52	Rosalind Russell	47
20	Vivien Leigh	75	52	Laurence Olivier	47
22	Judy Garland	73	55	W. C. Fields	46
23	William Powell	72	56	Olivia De Havilland	46
23	Irene Dunne	72	57	Shirley Temple	44
23	James Cagney	72	57	Joan Crawford	44
26	Wallace Beery	70	57	Jack Benny	44
27	Claudette Colbert	69	60	George Raft	43
28	Fred Astaire	68	61	David Niven	42
28	Charles Laughton	68	61	Franchot Tone	42
28	Sonja Henie	68	63	Douglas Fairbanks Jr.	41
31	Edward G. Robinson	67	63	Margaret Sullavan	41
32	Fred MacMurray	66	65	Dorothy Lamour	40
33	Don Ameche	64	66	Lewis Stone	38

		Index of Marquee Value
67	Ann Sheridan	37
67	Robert Young	37
69	George Brent	36
70	Joan Bennett	35
70	Madeleine Carroll	35
72	Humphrey Bogart	34
72	Victor McLaglen	34
74	Kay Francis	33
74	Joan Blondell	33
76	Basil Rathbone	32
76	Richard Greene	32
78	Ann Sothern	31
78	Jane Withers	31
78	Lew Ayres	31
81	Joel McCrea	29
81	Bob Burns	29
81	Janet Gaynor	29
81	Orson Welles	29
85	Dick Powell	27
85	Warner Baxter	27
87	Edward Arnold	26
87	Miriam Hopkins	26
89	Brian Aherne	24
90	Randolph Scott	23
90	Merle Oberon	23
90	Marlene Dietrich	23
93	Wayne Morris	22
94	Ray Milland	21
95	Richard Dix	17
96	Tony Martin	16
97	Johnny Weissmuller	15
98	Anne Shirley	13
99	Danielle Darrieux	12
100	Greer Garson	11
101	Gene Raymond	9
101	Louis Hayward	9
101	John Wayne	9
101	Anna Neagle	9
101	Ralph Bellamy	9

MALE PERSONALITIES

	Index of Marquee Value		*Index of Marquee Value*
Spencer Tracy	154	W. C. Fields	46
Mickey Rooney	139	Jack Benny	44
Clark Gable	137	George Raft	43
James Stewart	114	David Niven	42
Errol Flynn	104	Franchot Tone	42
Paul Muni	103	Douglas Fairbanks, Jr.	41
Gary Cooper	98	Lewis Stone	38
Bing Crosby	93	Robert Young	37
Tyrone Power	91	George Brent	36
Charles Boyer	78	Humphrey Bogart	34
Cary Grant	77	Victor McLaglen	34
Lionel Barrymore	76	Basil Rathbone	32
Ronald Colman	76	Richard Greene	32
Nelson Eddy	76	Lew Ayres	31
William Powell	72	Joel McCrea	29
James Cagney	72	Bob Burns	29
Wallace Beery	70	Orson Welles	29
Fred Astaire	68	Dick Powell	27
Charles Laughton	68	Warner Baxter	27
Edward G. Robinson	67	Edward Arnold	26
Fred MacMurray	66	Brian Aherne	24
Don Ameche	64	Randolph Scott	23
Pat O'Brien	63	Wayne Morris	22
Robert Montgomery	57	Ray Milland	21
John Garfield	56	Richard Dix	17
Henry Fonda	56	Tony Martin	16
Leslie Howard	56	Johnny Weissmuller	15
Robert Taylor	54	Gene Raymond	9
Robert Donat	49	Louis Hayward	9
Fredric March	48	John Wayne	9
Melvyn Douglas	48	Ralph Bellamy	9
Laurence Olivier	47		

FEMALE PERSONALITIES

	Index of Marquee Value
Bette Davis	126
Deanna Durbin	107
Myrna Loy	92
Ginger Rogers	90
Jean Arthur	79
Jeanette MacDonald	75
Vivien Leigh	75
Judy Garland	73
Irene Dunne	72
Claudette Colbert	69
Sonja Henie	68
Carole Lombard	63
Loretta Young	62
Barbara Stanwyck	62
Norma Shearer	62
Priscilla Lane	59
Hedy Lamarr	56
Katharine Hepburn	56
Greta Garbo	54
Alice Faye	50
Eleanor Powell	47
Rosalind Russell	47
Olivia De Havilland	46
Shirley Temple	44
Joan Crawford	44
Margaret Sullavan	41
Dorothy Lamour	40
Ann Sheridan	37
Joan Bennett	35
Madeleine Carroll	35
Kay Francis	33
Joan Blondell	33
Ann Sothern	31
Jane Withers	31
Janet Gaynor	29
Miriam Hopkins	26
Merle Oberon	23
Marlene Dietrich	23
Anne Shirley	13
Danielle Darrieux	12
Greer Garson	11
Anna Neagle	9

Index for Male Theatre-Goers	
Spencer Tracy	176
Mickey Rooney	160
Clark Gable	139
Gary Cooper	133
Wallace Beery	126
Paul Muni	124
James Cagney	124
Errol Flynn	117
Cary Grant	115
Bing Crosby	110
James Stewart	108
Edward G. Robinson	105
Pat O'Brien	102
Charles Laughton	94
Bette Davis	91
Deanna Durbin	87
Myrna Loy	87
Ginger Rogers	84
Lionel Barrymore	83
W. C. Fields	78
Ronald Colman	76
William Powell	74
Sonja Henie	69
Victor McLaglen	69
Jean Arthur	69
Jack Benny	68
George Raft	68
Fred MacMurray	68
Judy Garland	64
John Garfield	64
Hedy Lamarr	64
Tyrone Power	63
Fred Astaire	59
Don Ameche	58
Jeanette MacDonald	57
Claudette Colbert	57
Nelson Eddy	56
Carole Lombard	56
Henry Fonda	56
Alice Faye	55
Priscilla Lane	53
Robert Montgomery	53

Index for Female Theatre-Goers	
Bette Davis	150
Spencer Tracy	139
Clark Gable	135
Mickey Rooney	124
Deanna Durbin	120
James Stewart	118
Tyrone Power	110
Charles Boyer	100
Errol Flynn	95
Myrna Loy	95
Ginger Rogers	94
Vivien Leigh	90
Paul Muni	89
Nelson Eddy	89
Jeanette MacDonald	87
Irene Dunne	87
Jean Arthur	85
Bing Crosby	83
Judy Garland	79
Norma Shearer	78
Claudette Colbert	77
Ronald Colman	76
Barbara Stanwyck	75
Fred Astaire	74
Gary Cooper	74
William Powell	72
Loretta Young	72
Lionel Barrymore	71
Don Ameche	69
Carole Lombard	68
Sonja Henie	67
Katharine Hepburn	66
Greta Garbo	66
Fred MacMurray	65
Robert Taylor	64
Leslie Howard	64
Priscilla Lane	63
Robert Montgomery	60
Cary Grant	59
Laurence Olivier	59
Henry Fonda	56
Rosalind Russell	55

Index for Male Theatre-Goers

Vivien Leigh	52
Dorothy Lamour	52
Irene Dunne	50
Humphrey Bogart	50
Douglas Fairbanks	49
Robert Donat	48
Loretta Young	48
Ann Sheridan	47
Charles Boyer	46
Fredric March	45
Eleanor Powell	45
Leslie Howard	44
Bob Burns	44
Edward Arnold	43
Barbara Stanwyck	41
Joan Crawford	41
Melvyn Douglas	40
Olivia De Havilland	40
Katharine Hepburn	40
Robert Taylor	40
Lewis Stone	40
Joan Bennett	40
Norma Shearer	39
Greta Garbo	38
Basil Rathbone	38
Madeleine Carroll	37
Warner Baxter	36
Robert Young	35
Rosalind Russell	34
David Nivan	34
George Brent	33
Franchot Tone	33
Shirley Temple	32
Ann Sothern	32
Orson Welles	32
Randolph Scott	32
Richard Dix	32
Kay Francis	31
Johnny Weissmuller	31
Joan Blondell	30
Marlene Dietrich	30

Index for Female Theatre-Goers

Melvyn Douglas	53
Shirley Temple	52
Charles Laughton	51
Fredric March	51
Margaret Sullavan	51
John Garfield	51
Hedy Lamarr	50
Robert Donat	50
Olivia De Havilland	50
Eleanor Powell	48
Franchot Tone	48
David Niven	47
Alice Faye	46
Joan Crawford	46
Richard Greene	43
Edward G. Bobinson	41
Robert Young	38
Douglas Fairbanks, Jr.	37
George Brent	37
James Cagney	37
Pat O'Brien	36
Joan Blondell	36
Jane Withers	36
Janet Gaynor	36
Lewis Stone	36
Kay Francis	35
Joan Bennett	33
Madeleine Carroll	33
Lew Ayres	33
Dorothy Lamour	32
Wallace Beery	32
Ann Sheridan	31
Ann Sothern	31
Joel McCrea	31
Basil Rathbone	29
Miriam Hopkins	29
Brian Aherne	29
Merle Oberon	29
Jack Benny	27
Dick Powell	27
Orson Welles	26

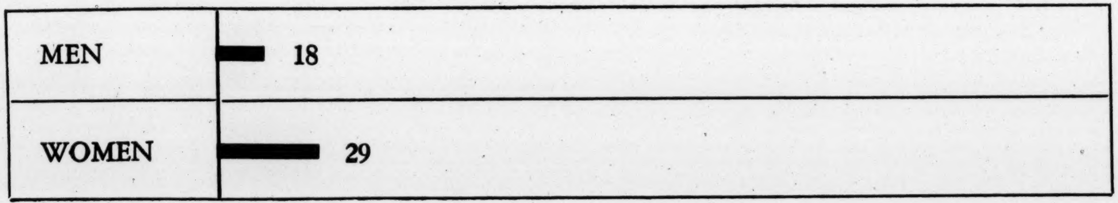
Index for Male Theatre-Goers	
Lew Ayres	28
Joel McCrea	28
Dick Powell	28
Wayne Morris	28
Laurence Olivier	28
Margaret Sullavan	26
Jane Withers	24
Miriam Hopkins	21
Brian Aherne	18
Janet Gaynor	18
Richard Greene	17
Tony Martin	16
Ray Milland	15
Merle Oberon	15
John Wayne	14
Danielle Darrieux	12
Anna Neagle	9
Ralph Bellamy	9
Anne Shirley	9
Gene Raymond	8
Greer Garson	8
Louis Hayward	3

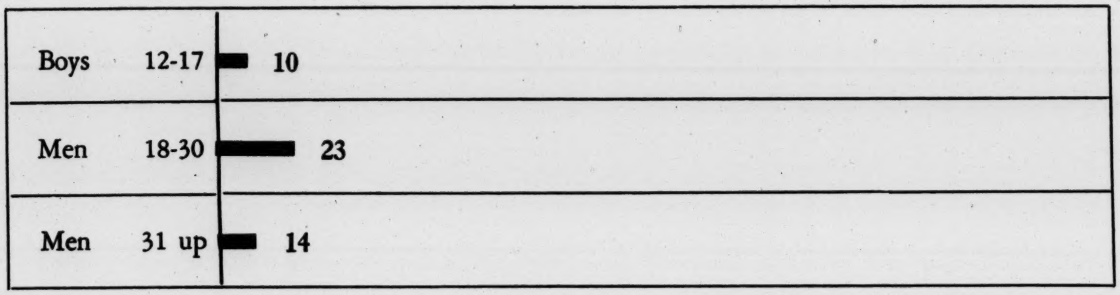
Index for Female Theatre-Goers	
W. C. Fields	25
George Raft	25
Humphrey Bogart	24
Ray Milland	24
Warner Baxter	21
Bob Burns	18
Randolph Scott	18
Marlene Dietrich	18
Wayne Morris	18
Anne Shirley	16
Edward Arnold	15
Tony Martin	15
Greer Garson	13
Louis Hayward	13
Danielle Darrieux	12
Victor McLaglen	11
Gene Raymond	10
Ralph Bellamy	9
Anna Neagle	8
Richard Dix	7
John Wayne	6
Johnny Weissmuller	5

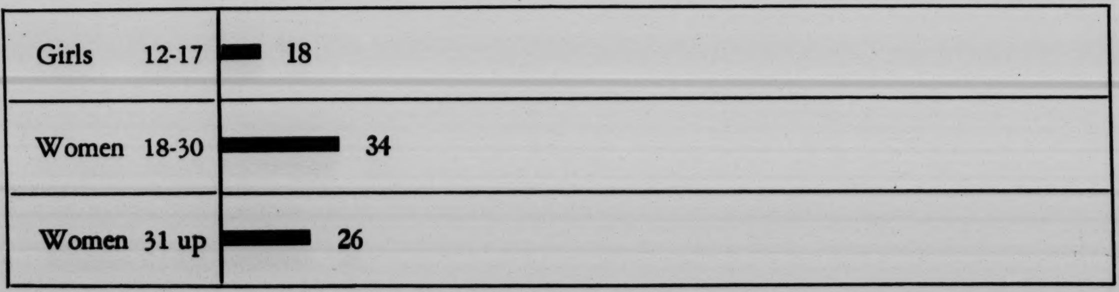
AHERNE, Brian

Player's Rating By Groups

April, 1940



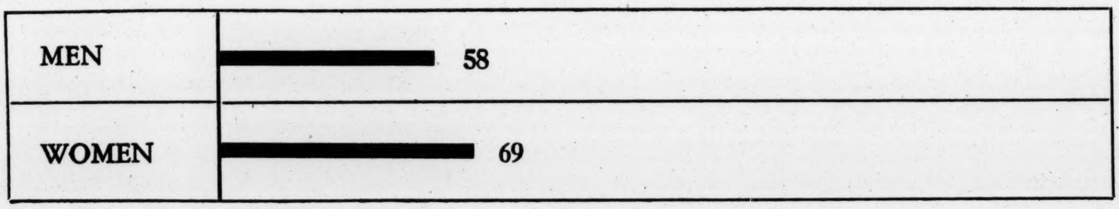


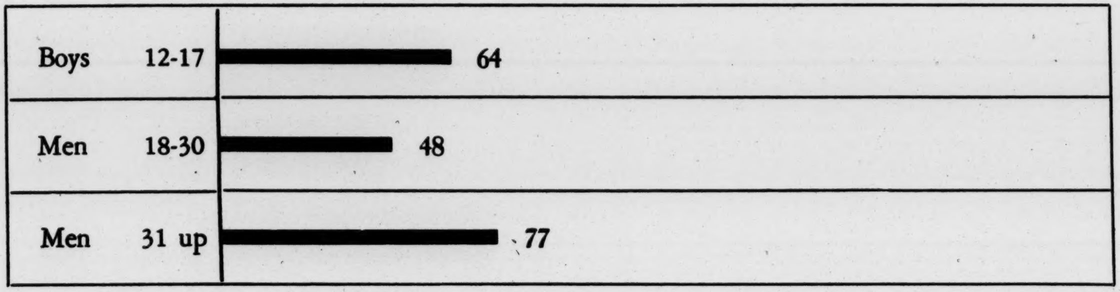


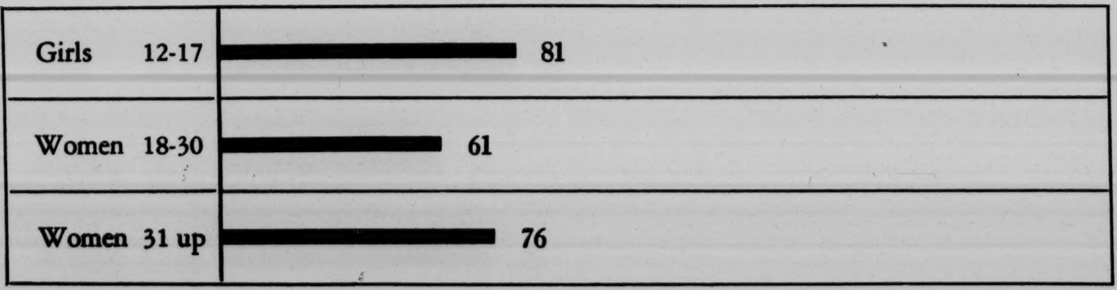
AMECHE, Don

Player's Rating By Groups

April, 1940

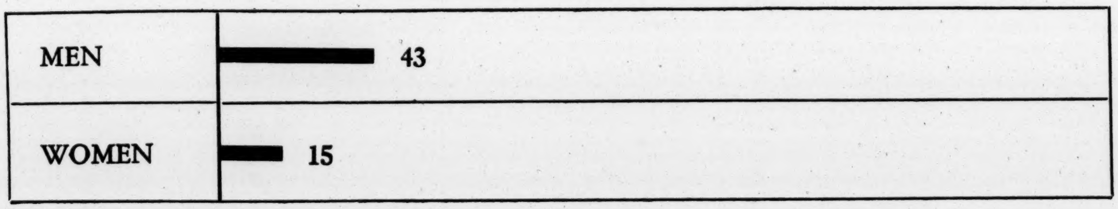


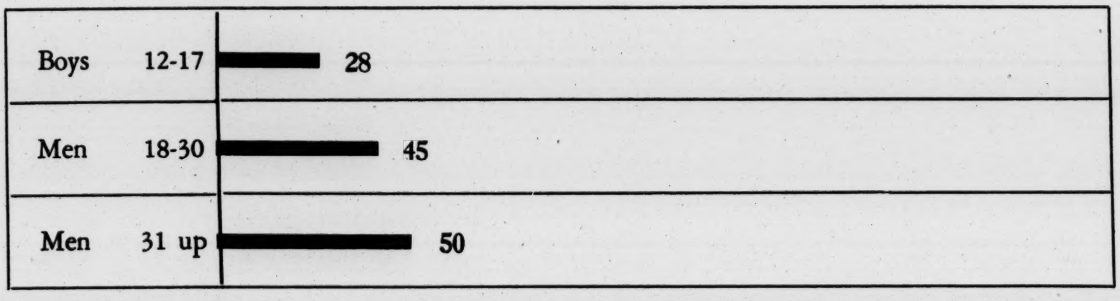


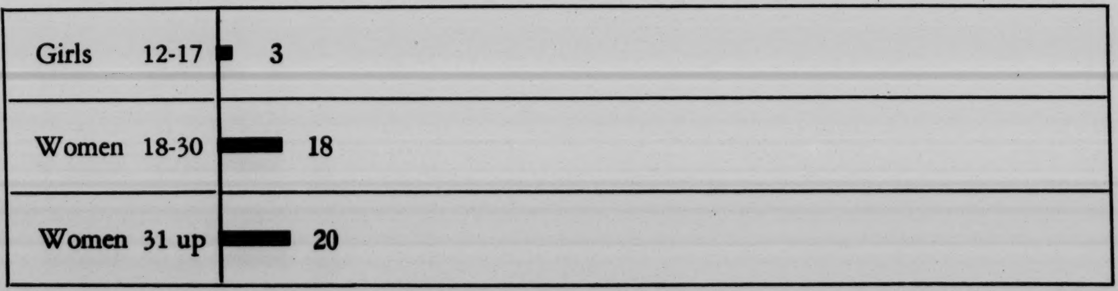


Player's Rating By Groups

April, 1940



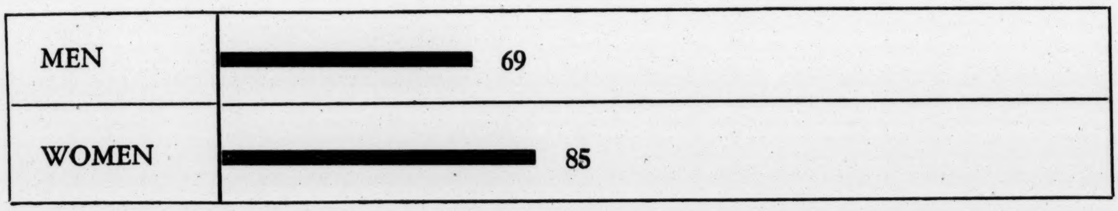


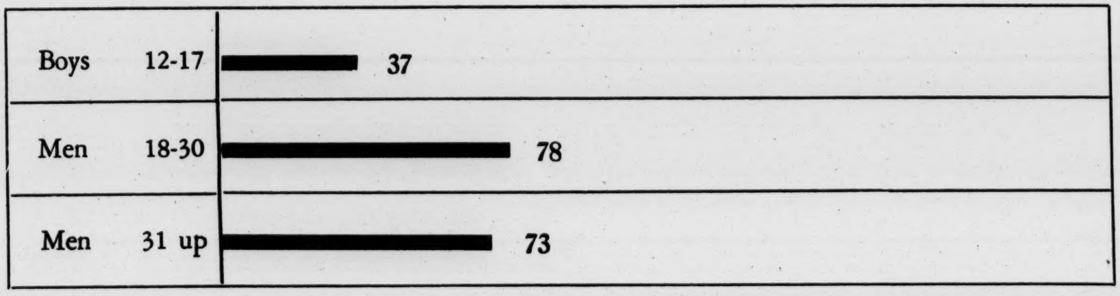


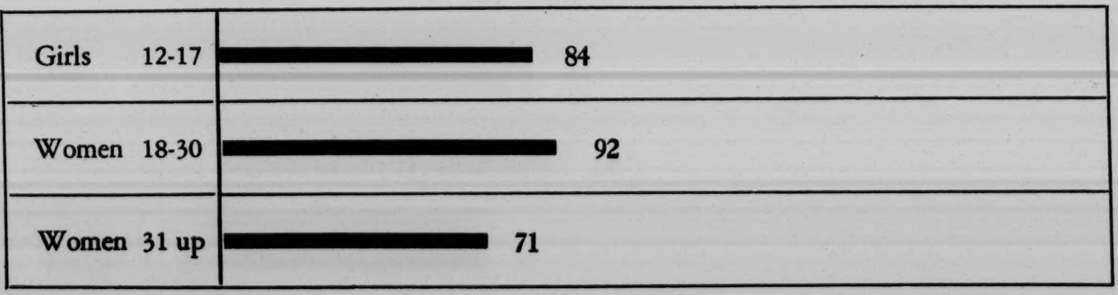
ARTHUR, Jean

Player's Rating By Groups

April, 1940



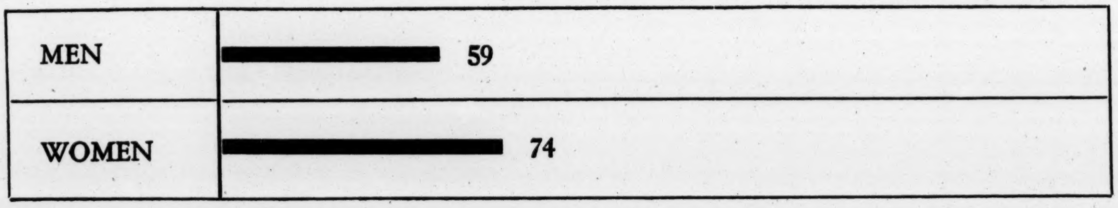


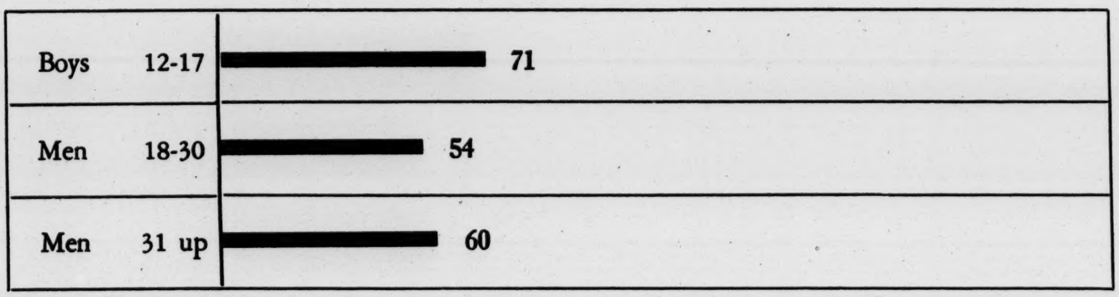


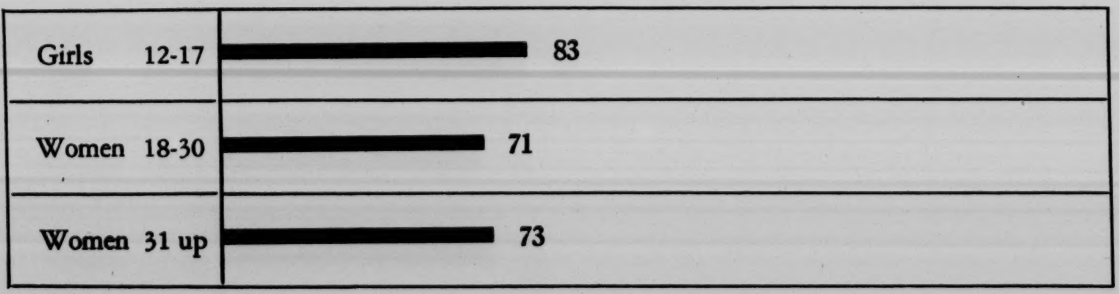
ASTAIRE, Fred

Player's Rating By Groups

April, 1940

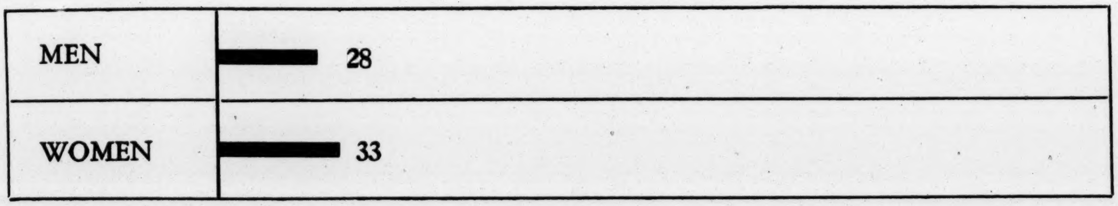


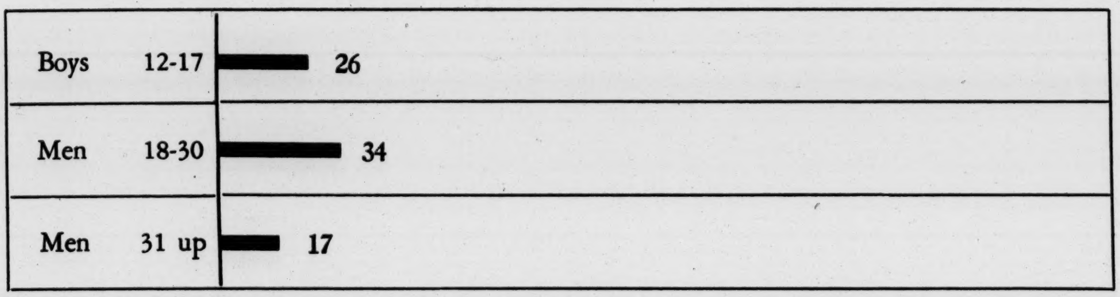


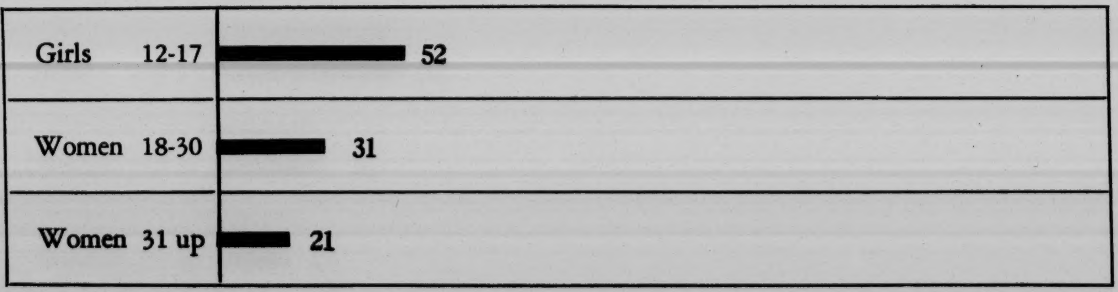


Player's Rating By Groups

April, 1940



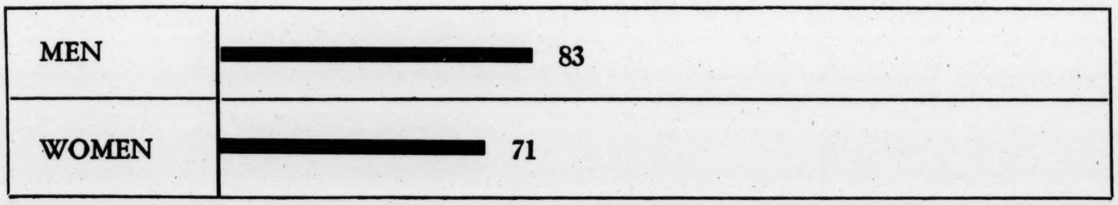


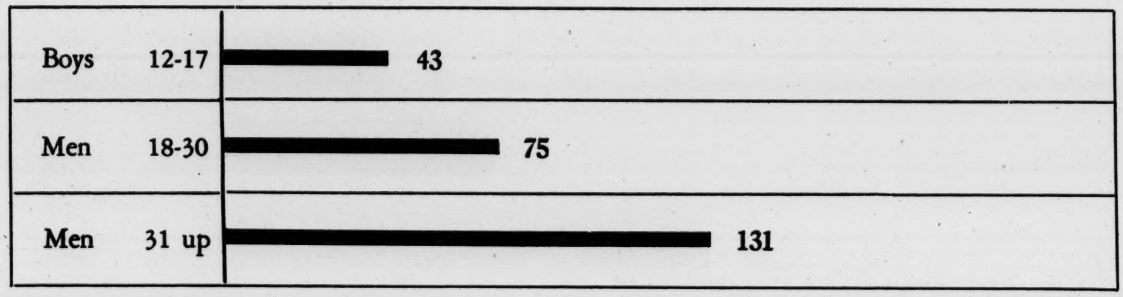


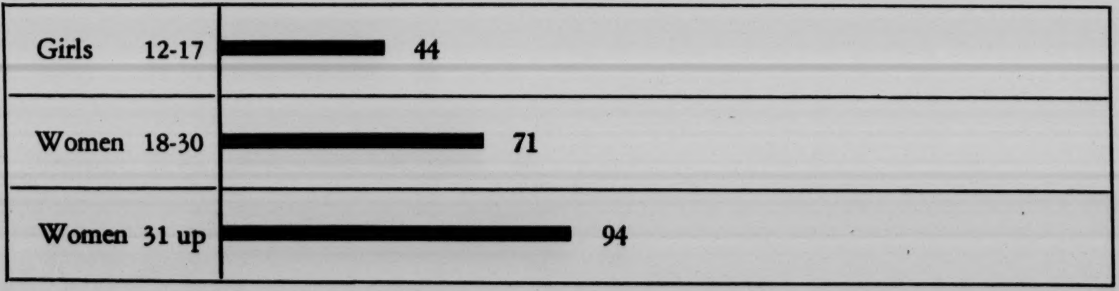
BARRYMORE, Lionel

Player's Rating By Groups

April, 1940

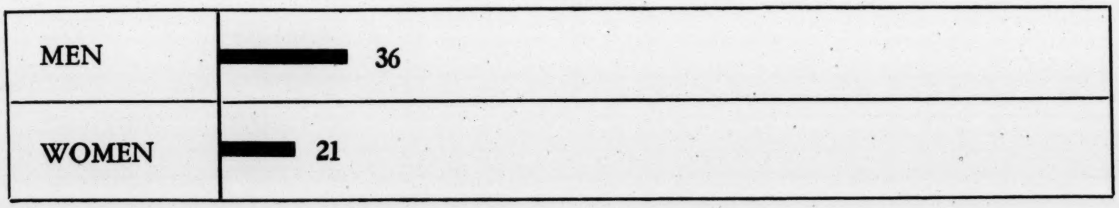


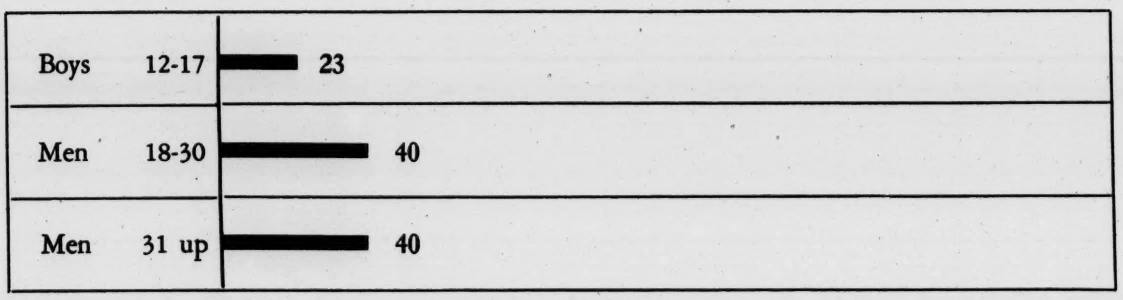


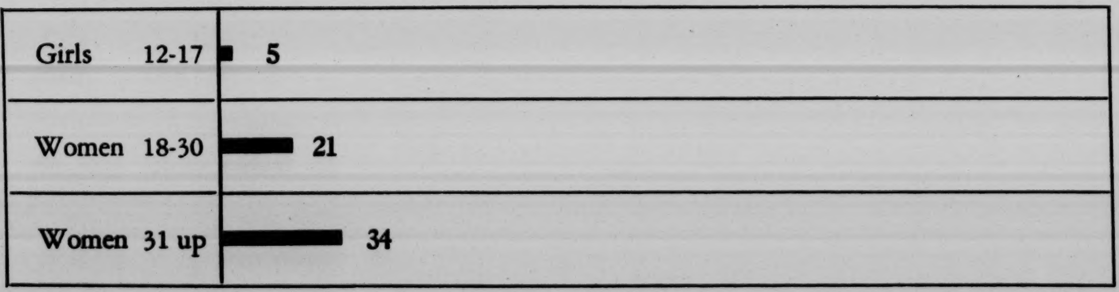


Player's Rating By Groups

April, 1940



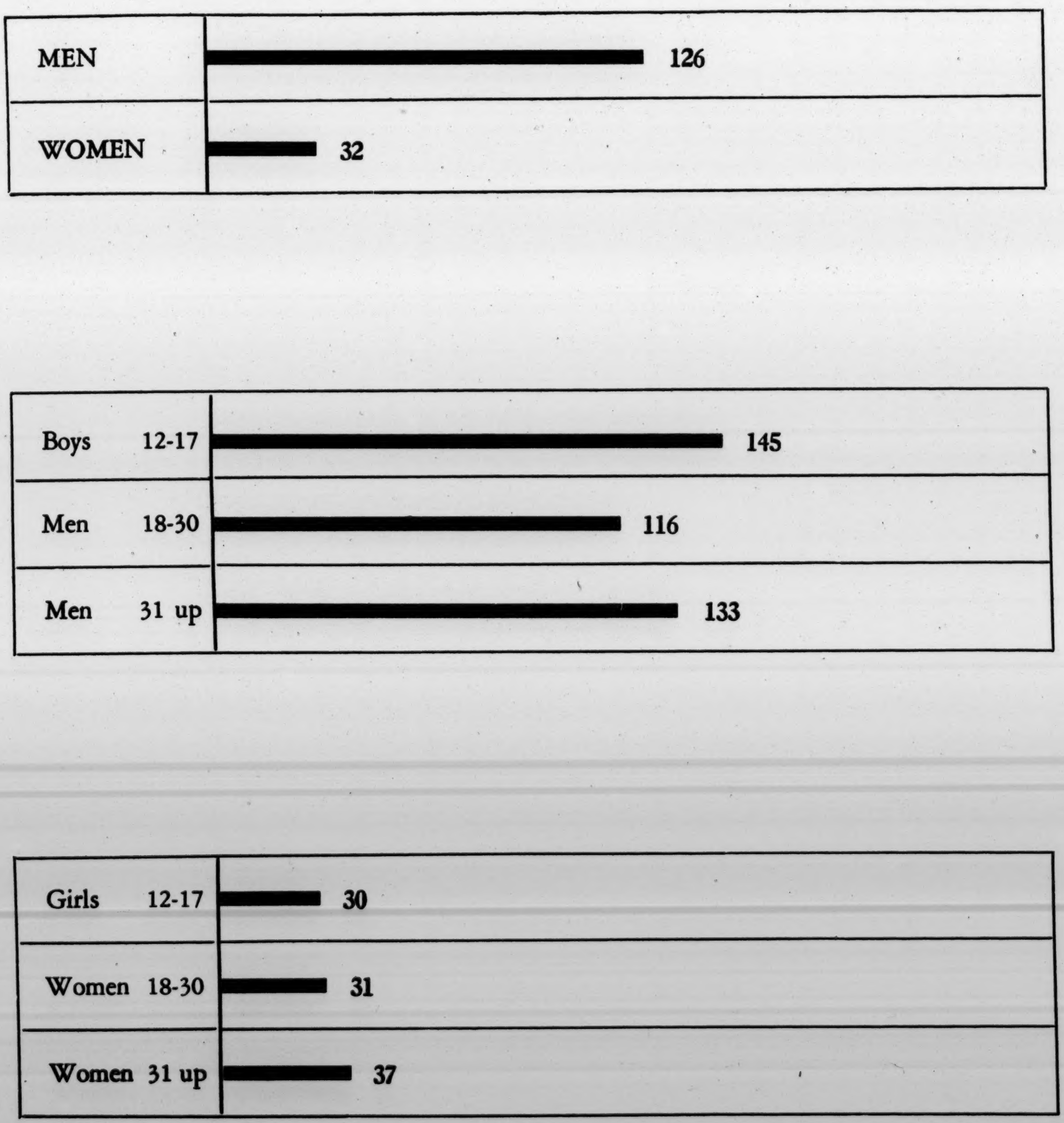




BEERY, Wallace

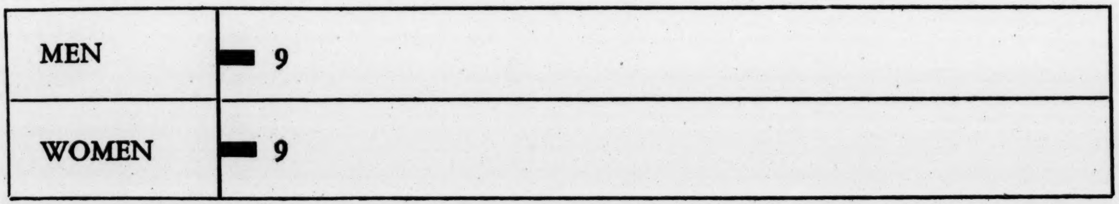
Player's Rating By Groups

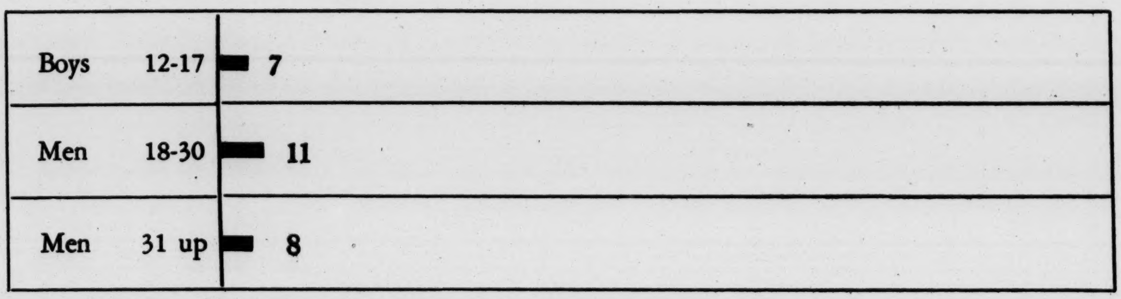
April, 1940

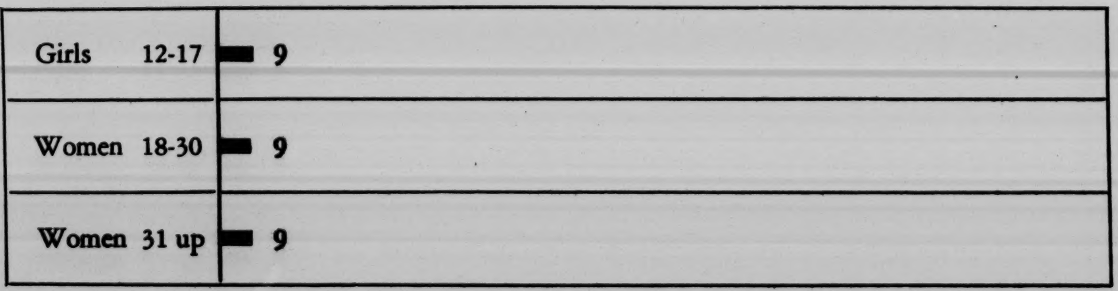


Player's Rating By Groups

April, 1940



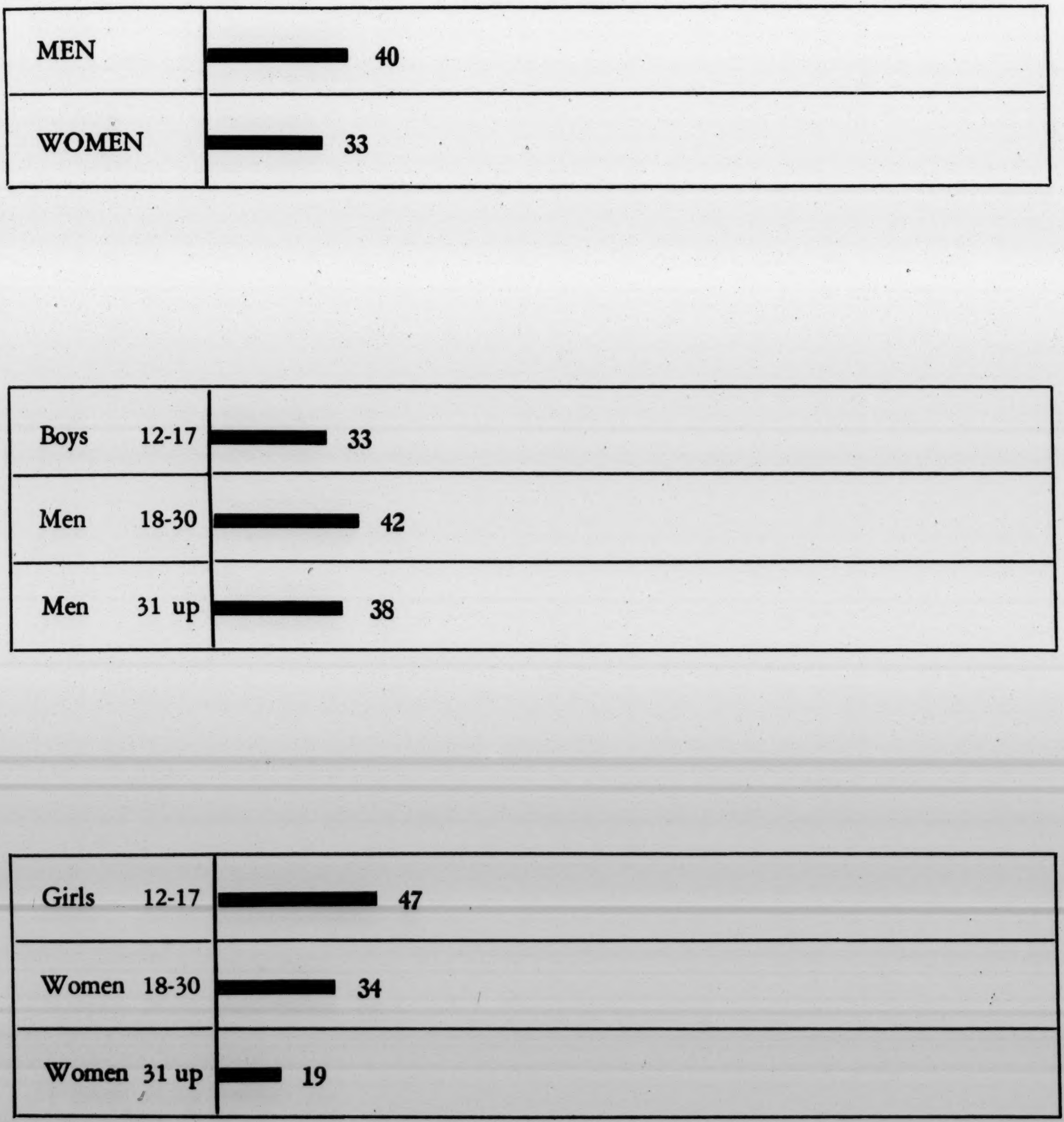




BENNETT, Joan

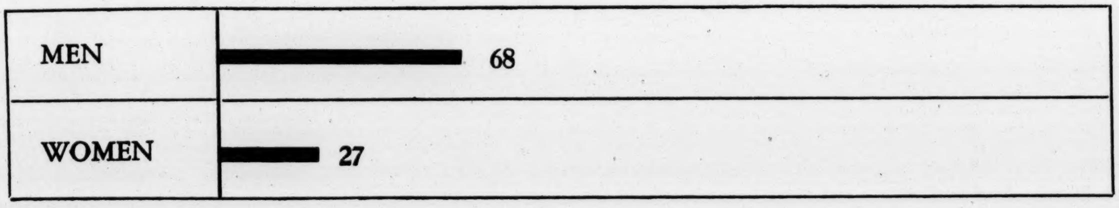
Player's Rating By Groups

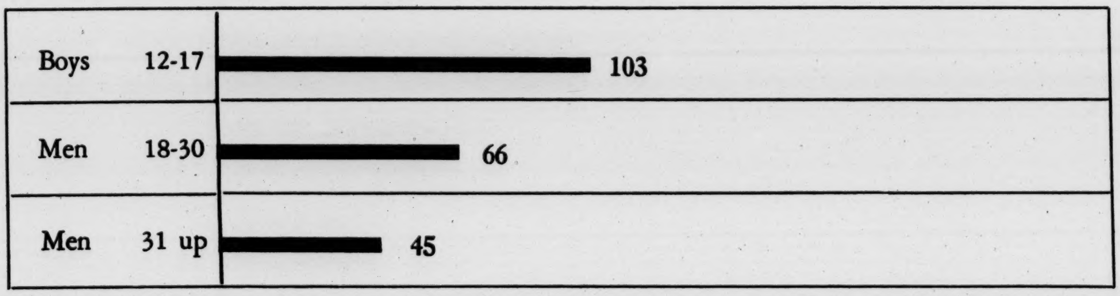
April, 1940

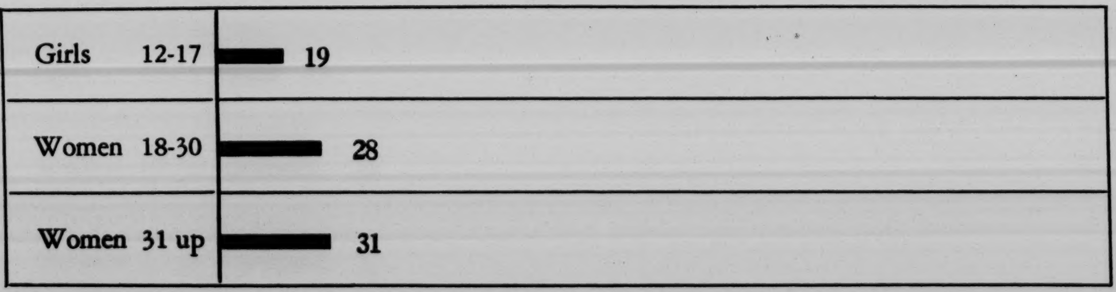


Player's Rating By Groups

April, 1940

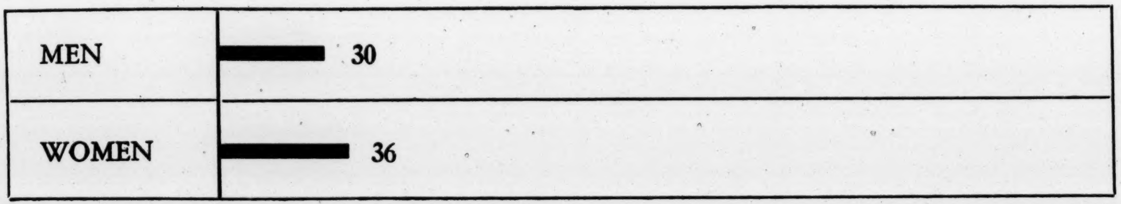


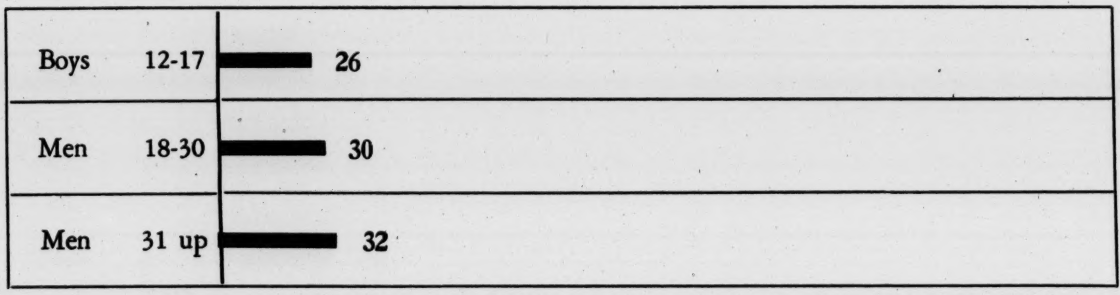


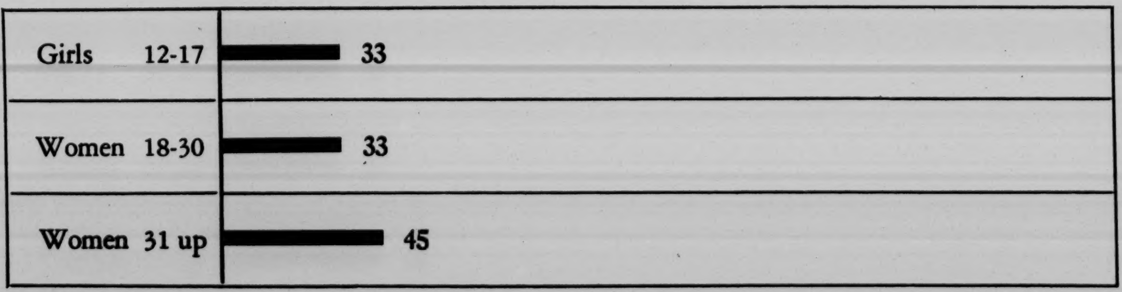


Player's Rating By Groups

April, 1940

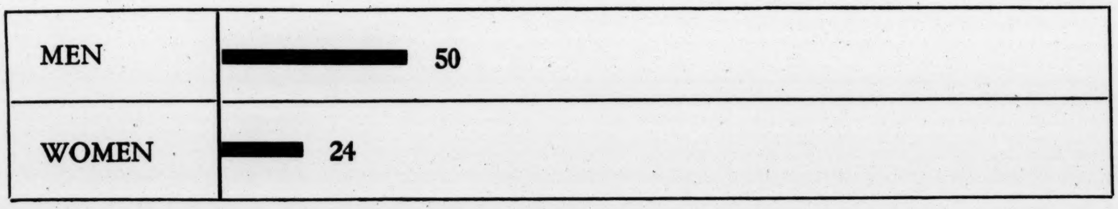


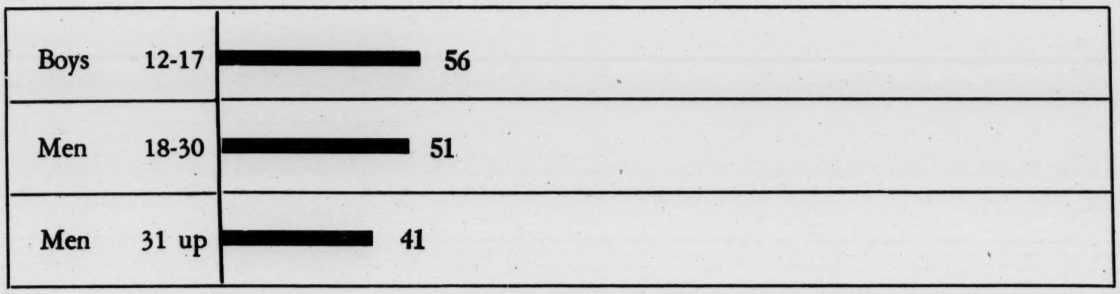


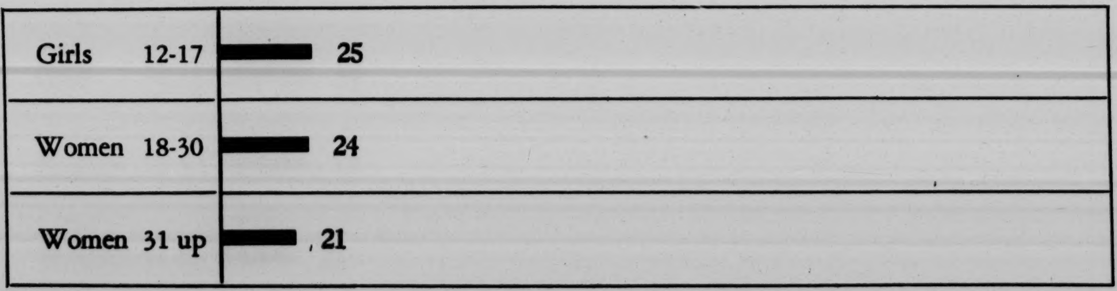


Player's Rating By Groups

April, 1940



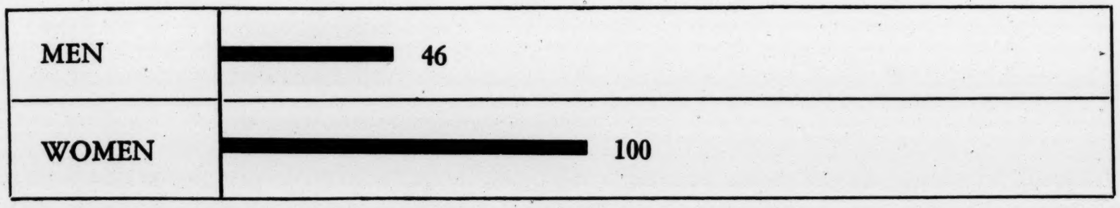


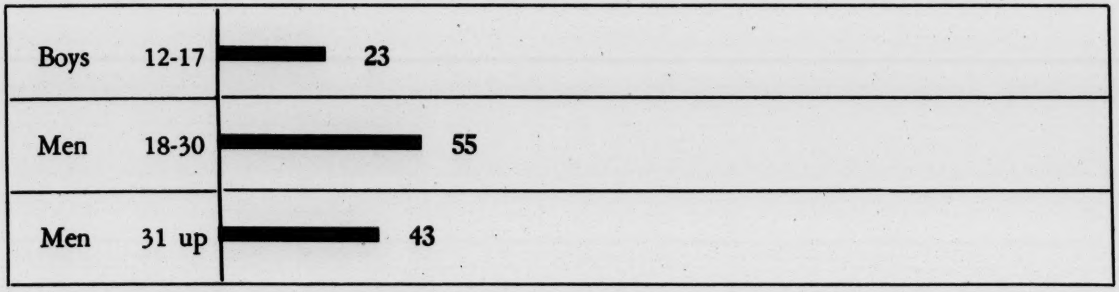


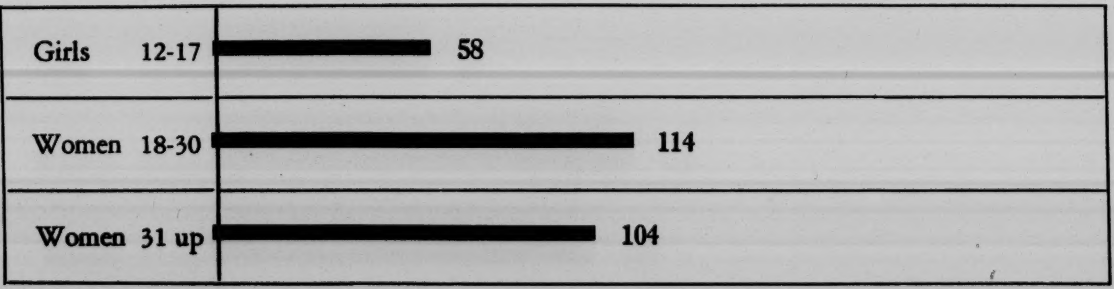
BOYER, Charles

Player's Rating By Groups

April, 1940



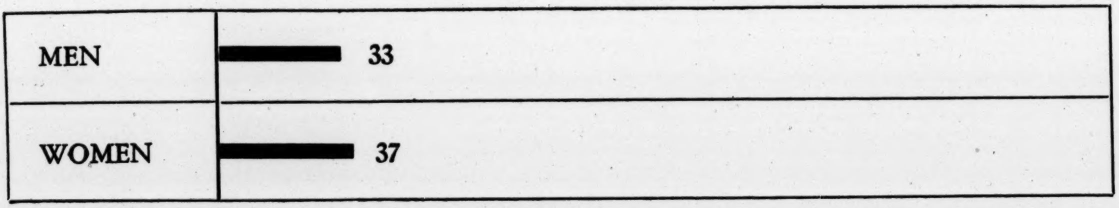


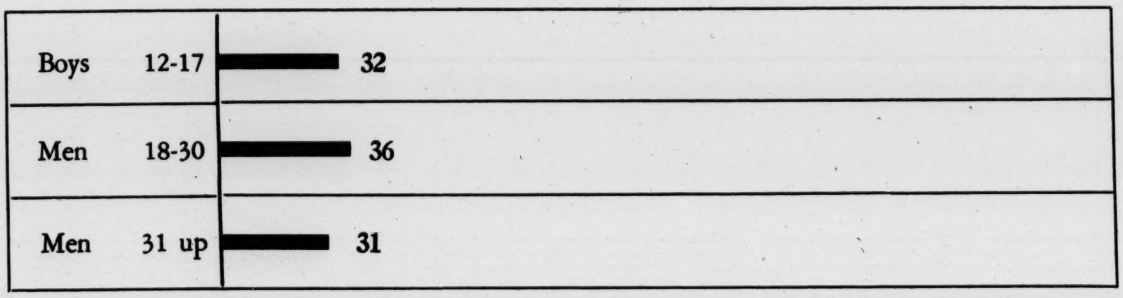


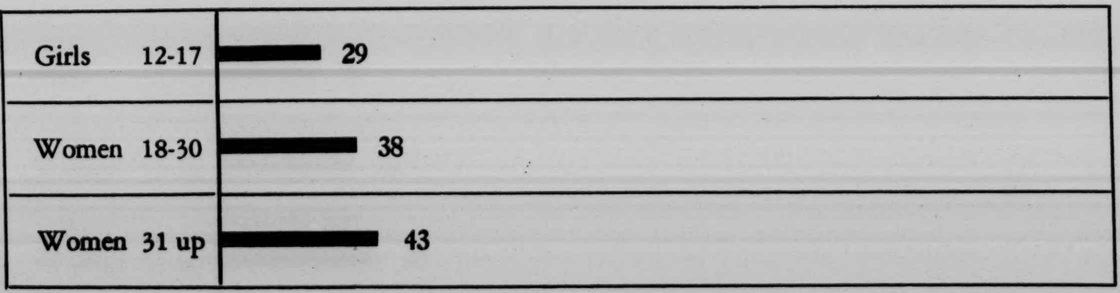
BRENT, George

Player's Rating By Groups

April, 1940

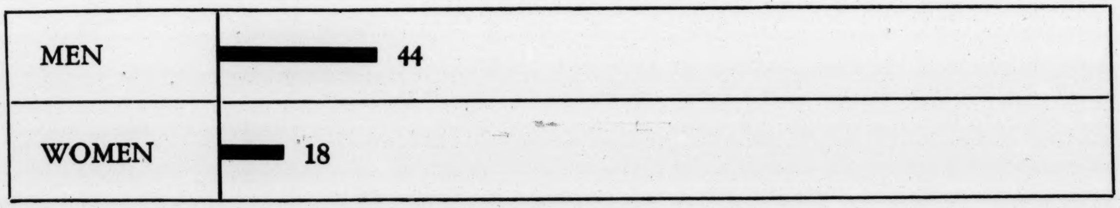


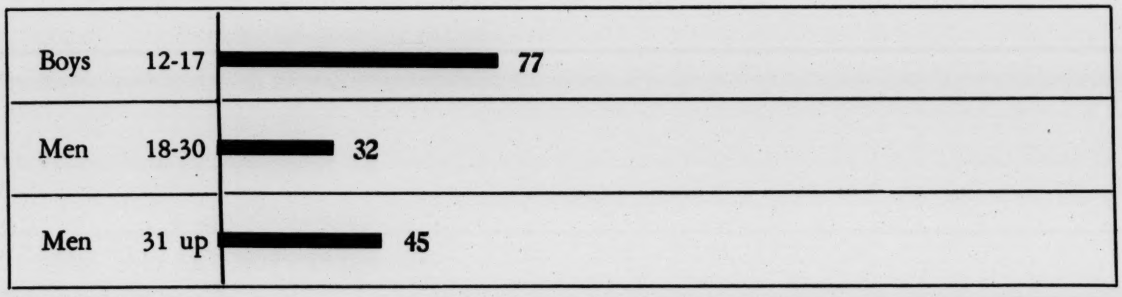


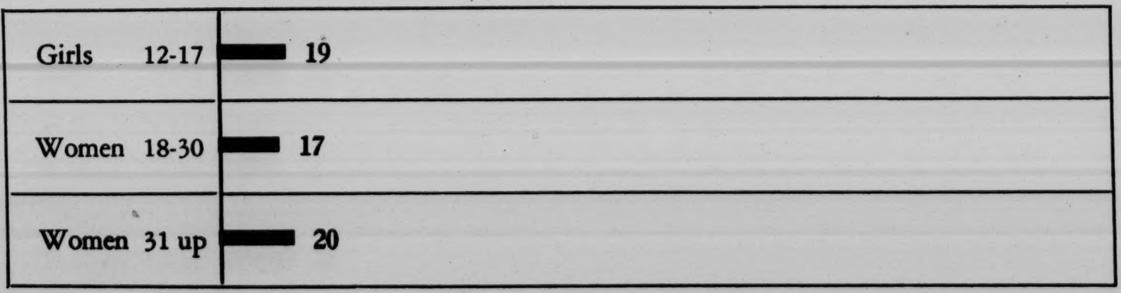


Player's Rating By Groups

April, 1940

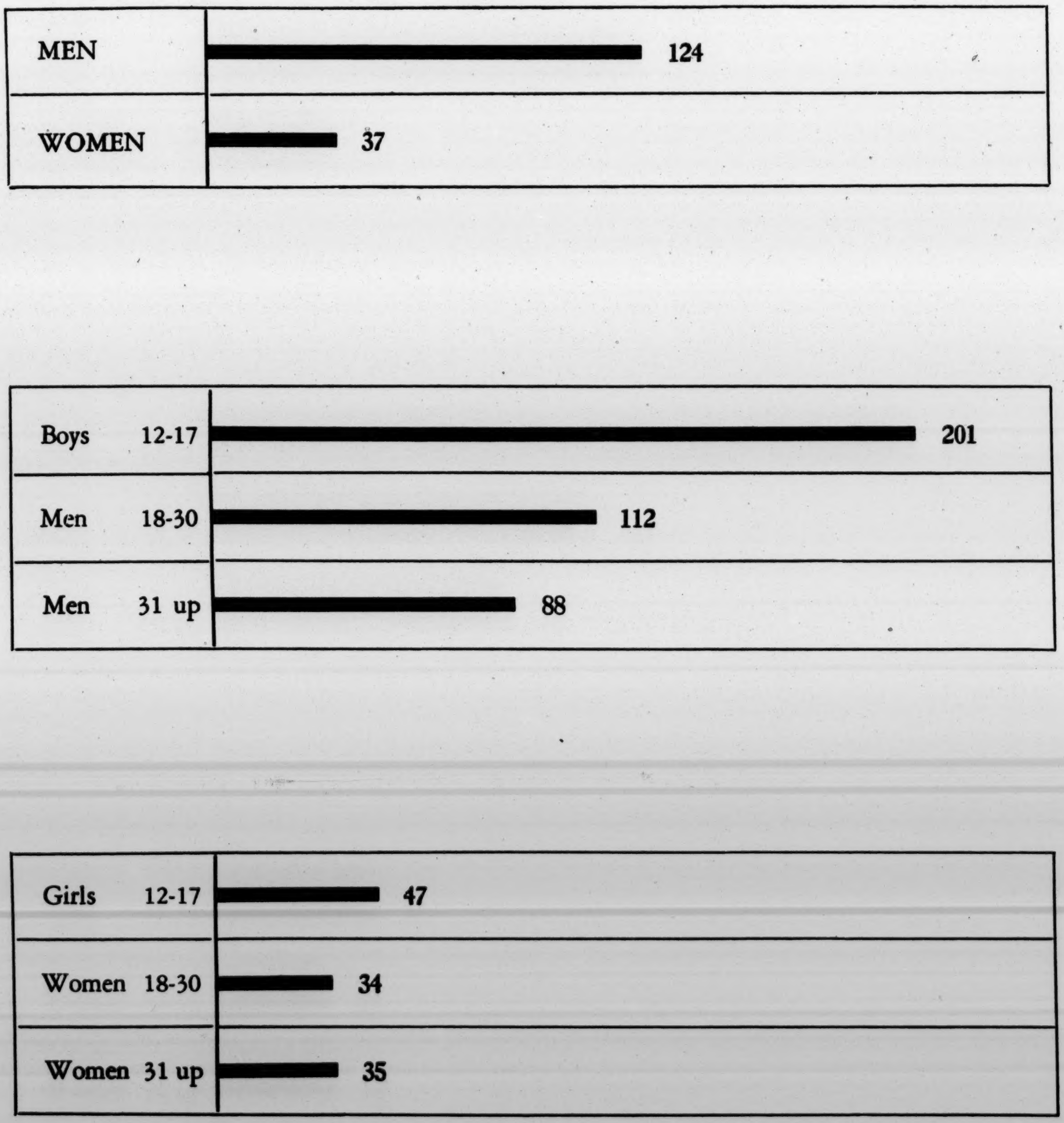






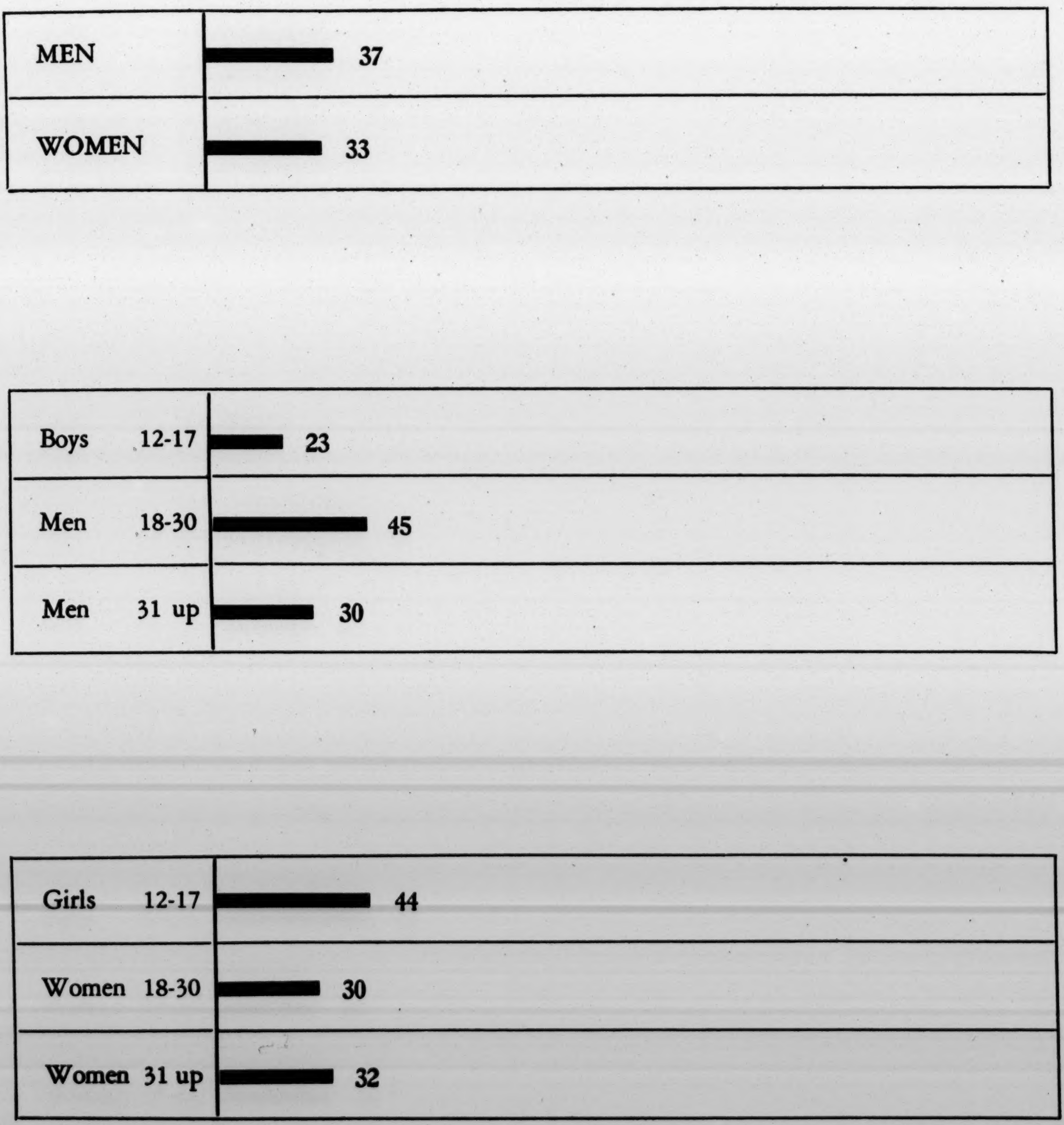
Player's Rating By Groups

April, 1940



Player's Rating By Groups

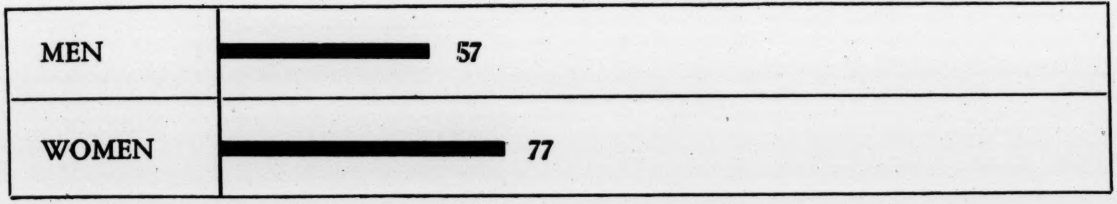
April, 1940

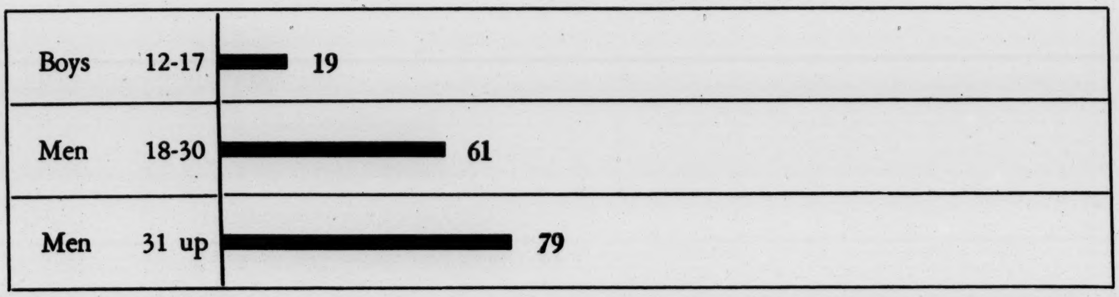


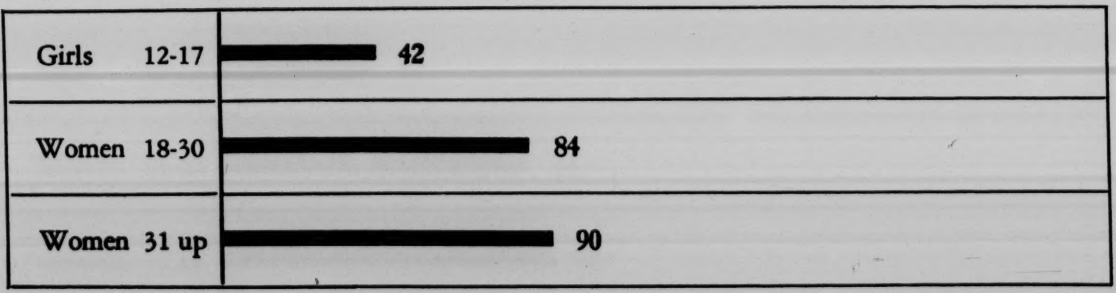
COLBERT, Claudette

Player's Rating By Groups

April, 1940

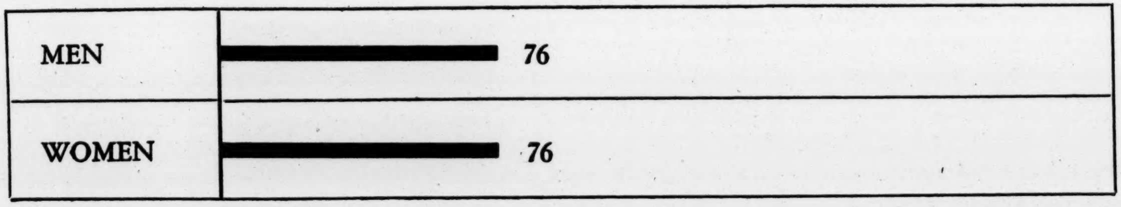


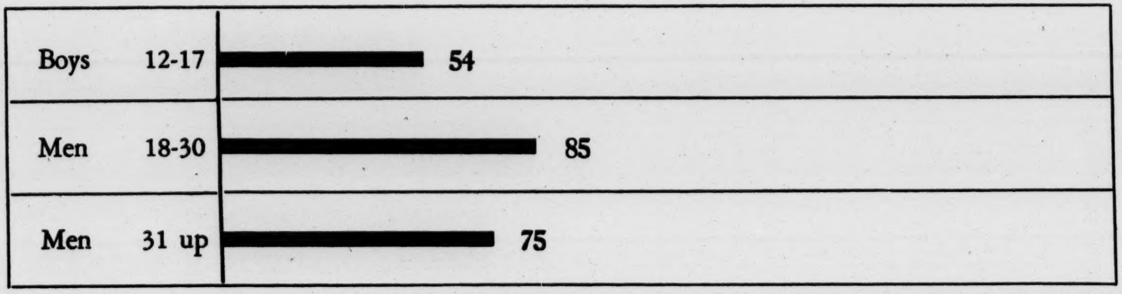


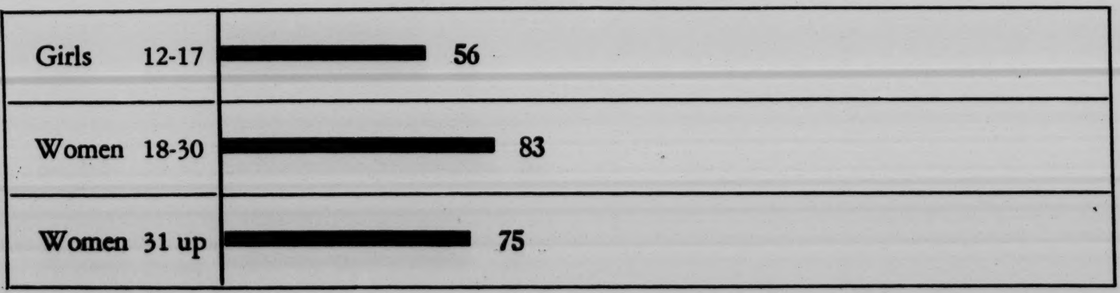


Player's Rating By Groups

April, 1940

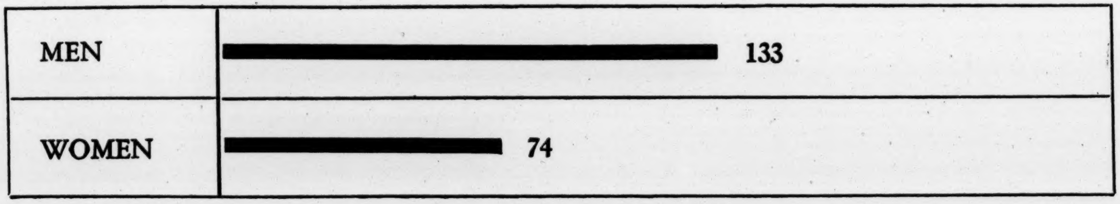


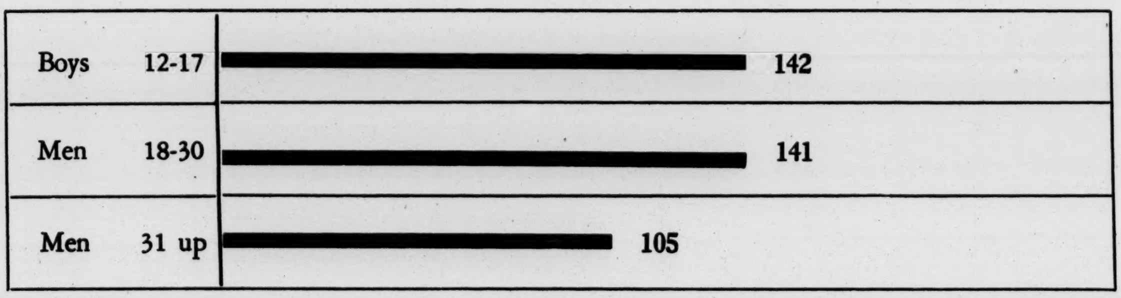


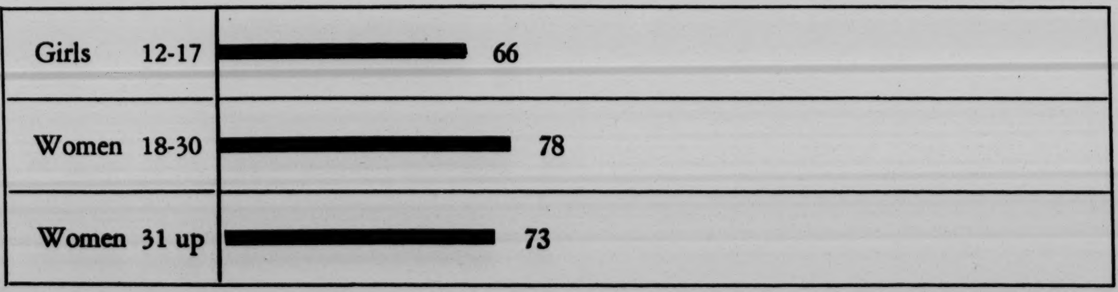


Player's Rating By Groups

April, 1940



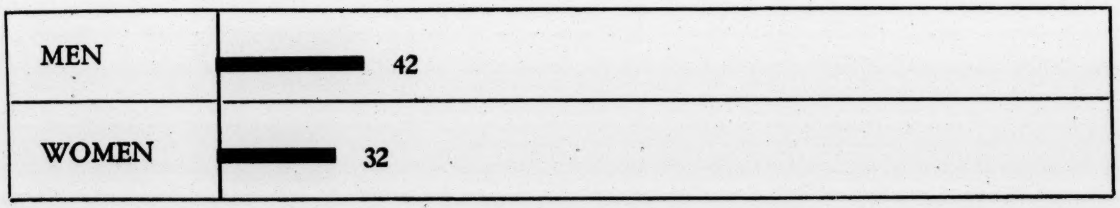


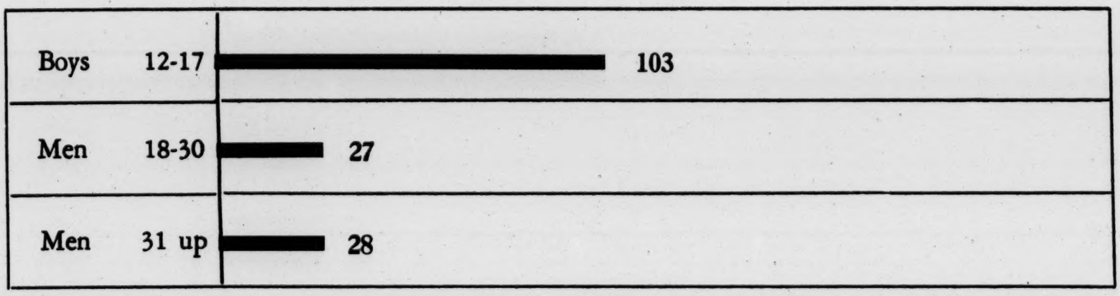


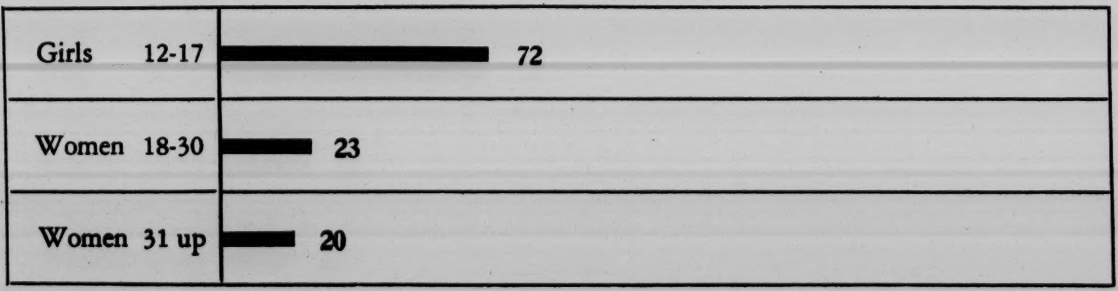
COOPER, Jackie

Player's Rating By Groups

April, 1940



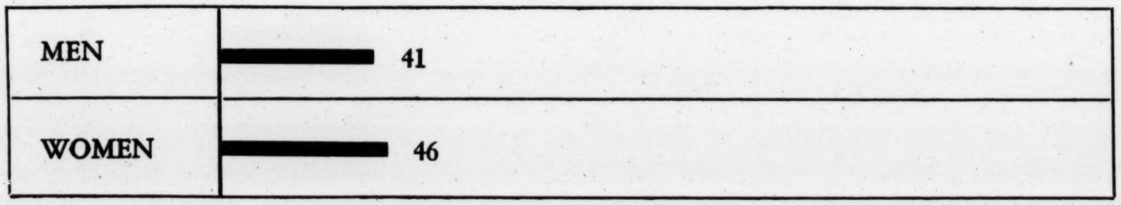


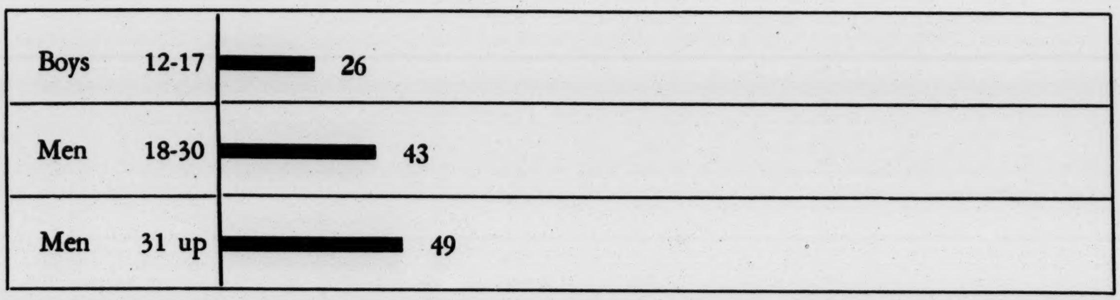


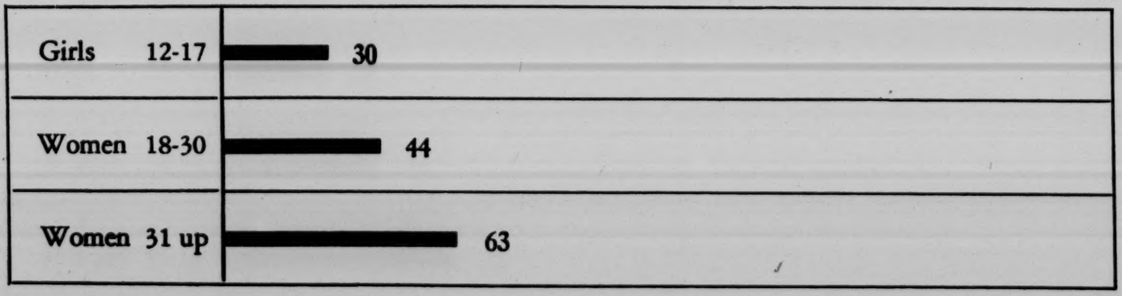
CRAWFORD, Joan

Player's Rating By Groups

April, 1940

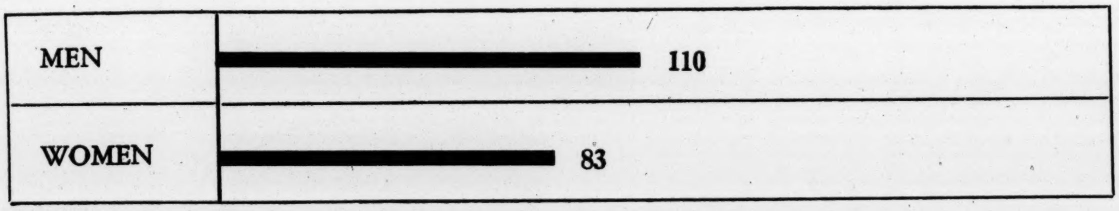


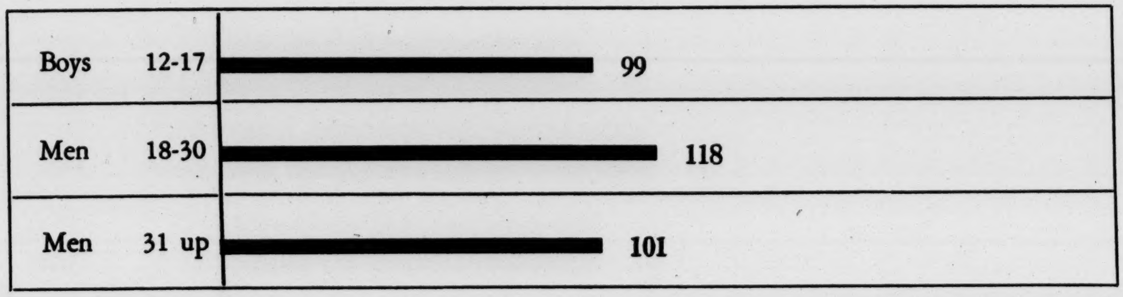


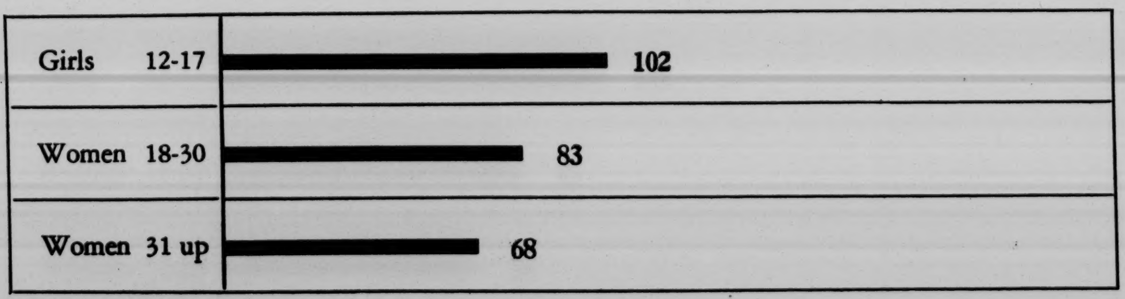


Player's Rating By Groups

April, 1940



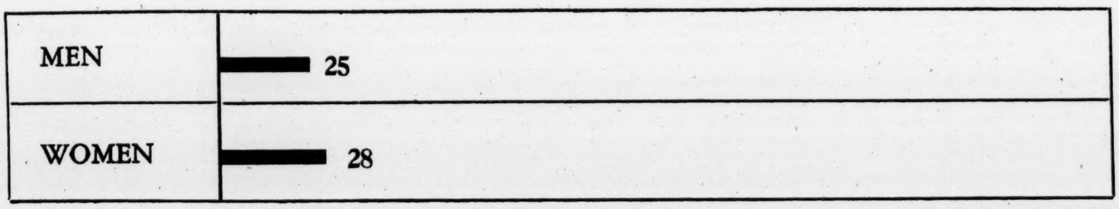


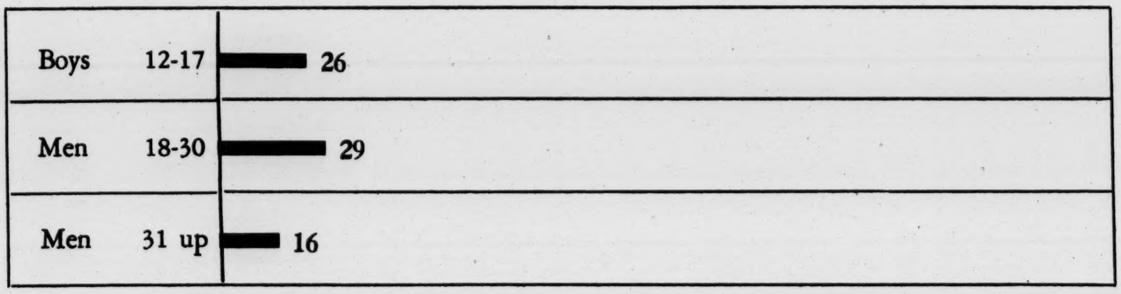


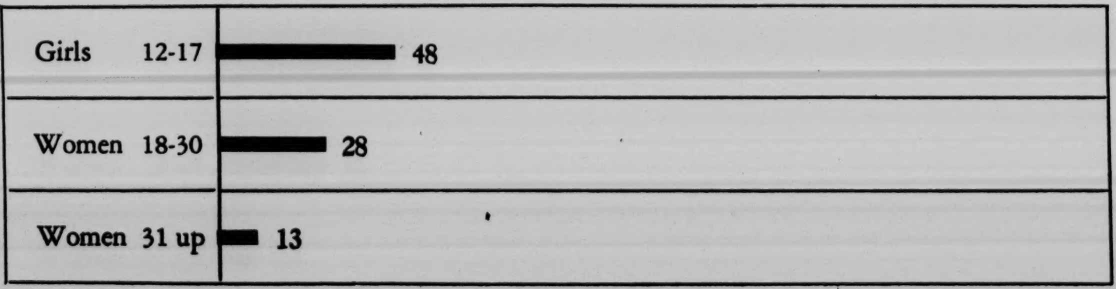
DARNELL, Linda

Player's Rating By Groups

April, 1940



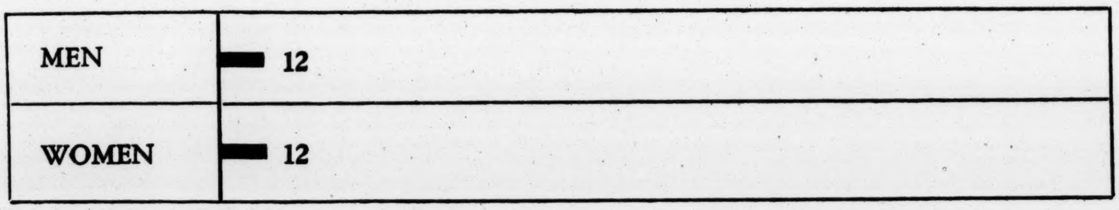


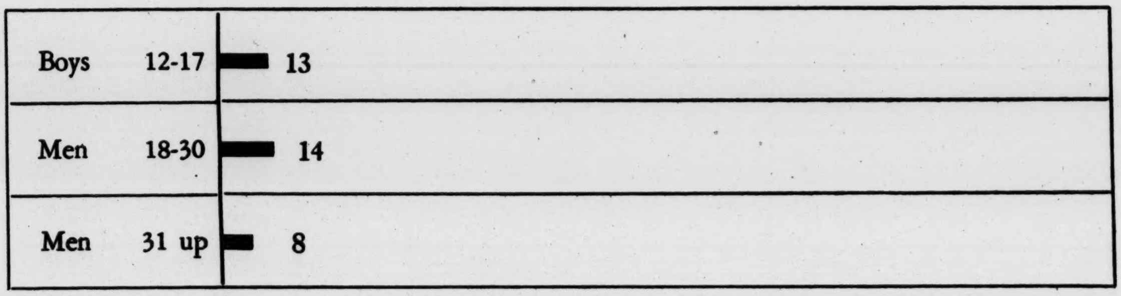


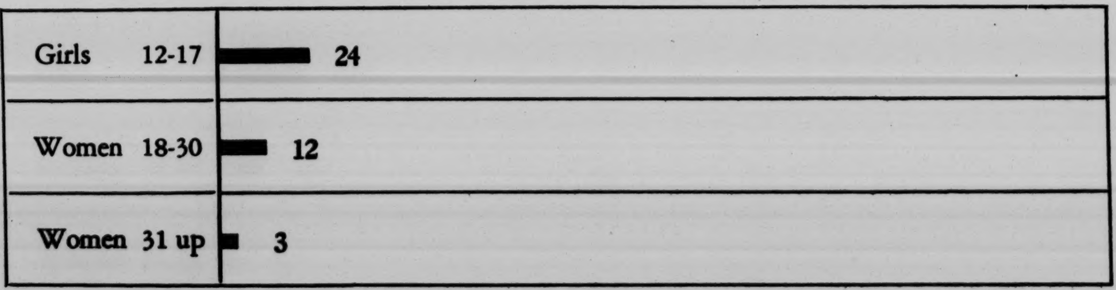
DARRIEUX, Danielle

Player's Rating By Groups

April, 1940



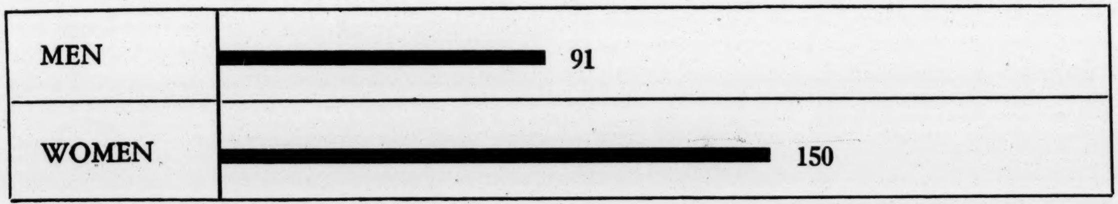


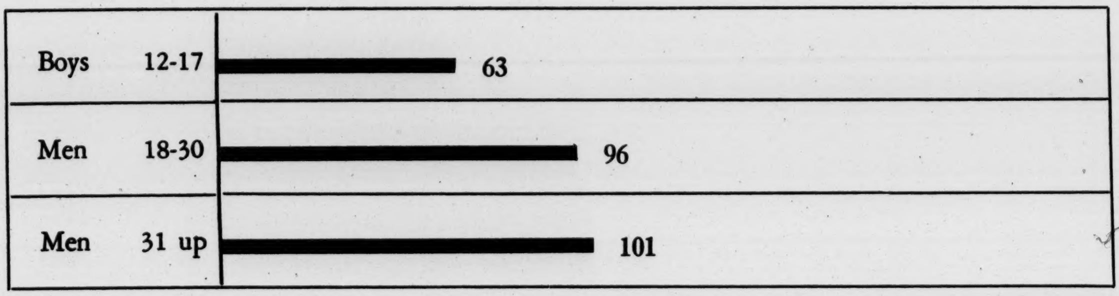


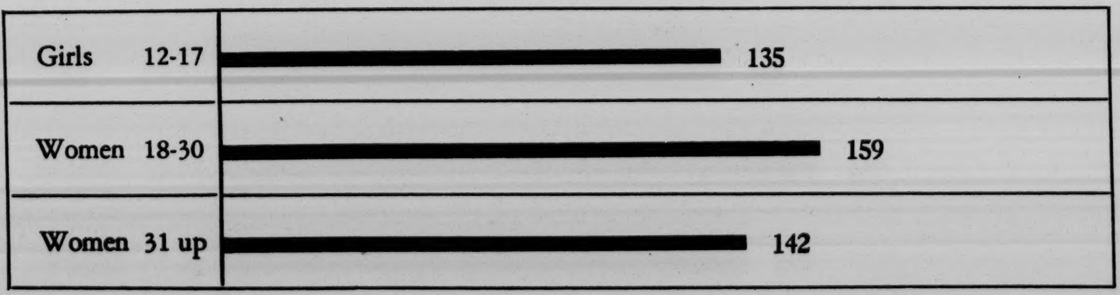
DAVIS, Bette

Player's Rating By Groups

April, 1940



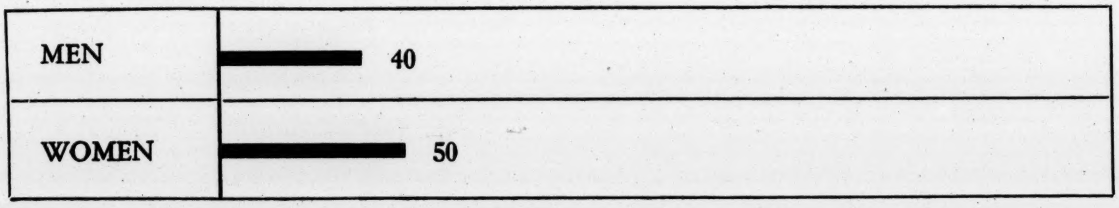


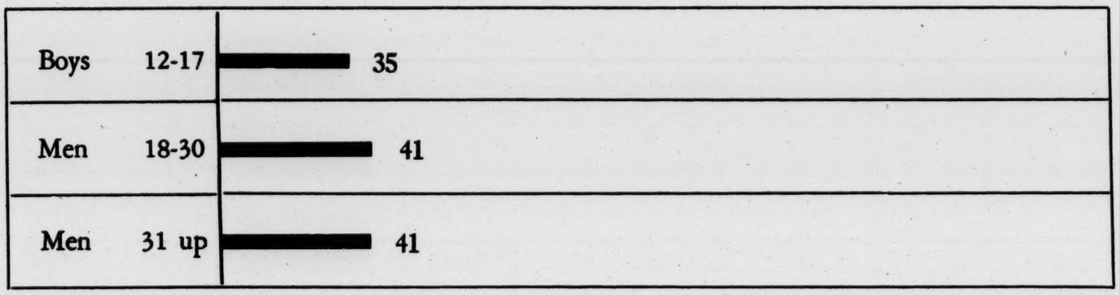


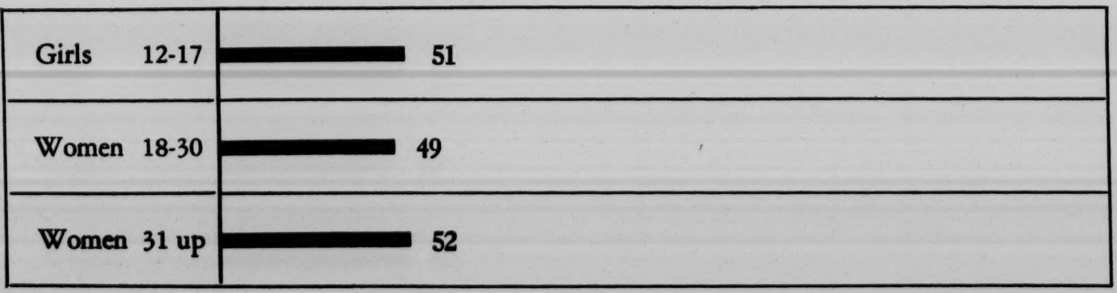
DE HAVILLAND, Olivia

Player's Rating By Groups

April, 1940

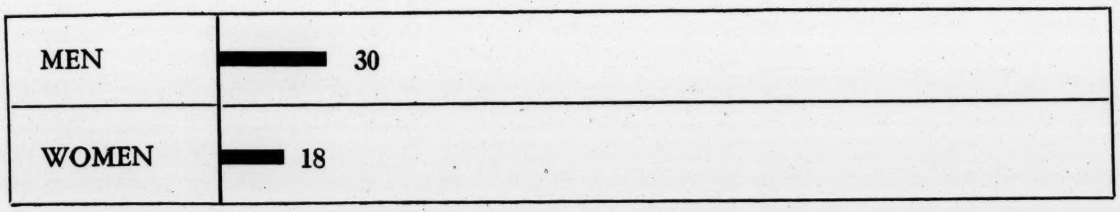


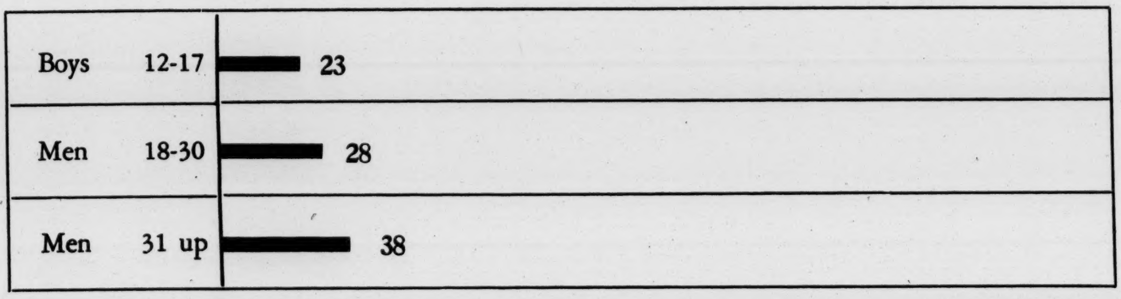


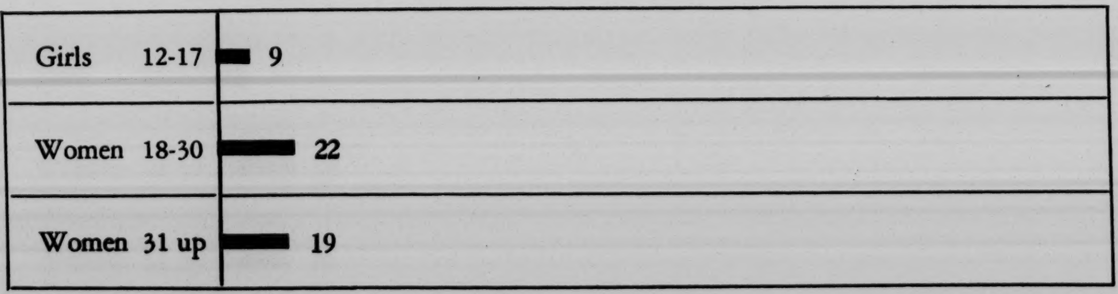


Player's Rating By Groups

April, 1940



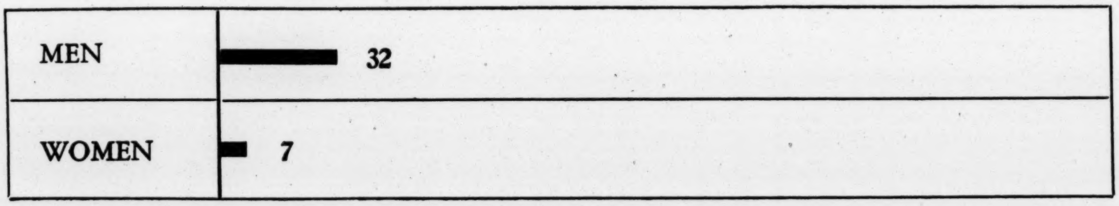


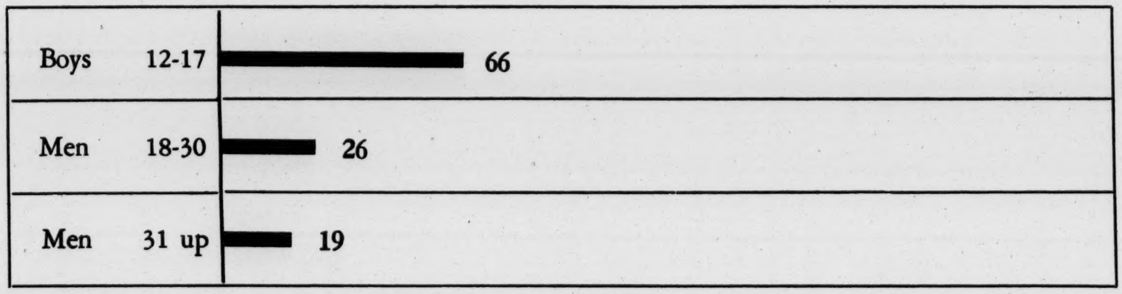


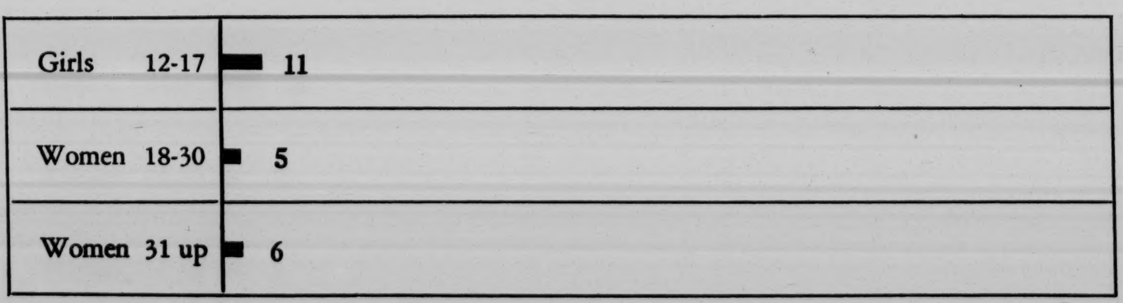
DIX, Richard

Player's Rating By Groups

April, 1940

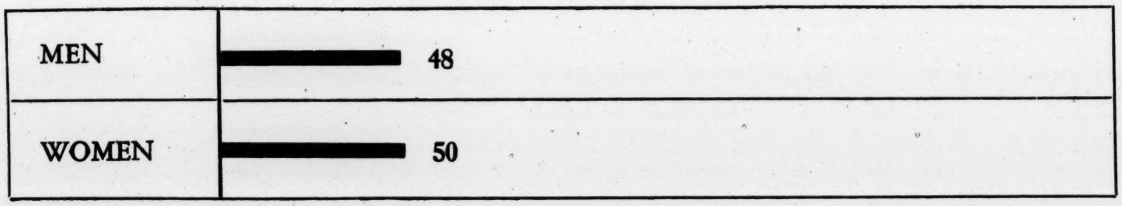


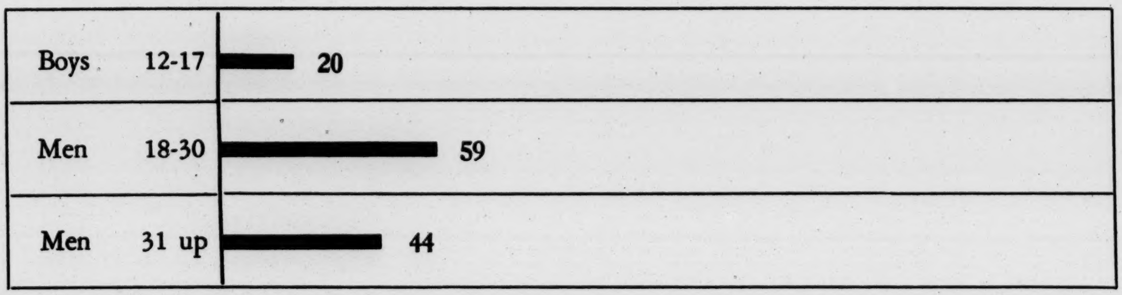


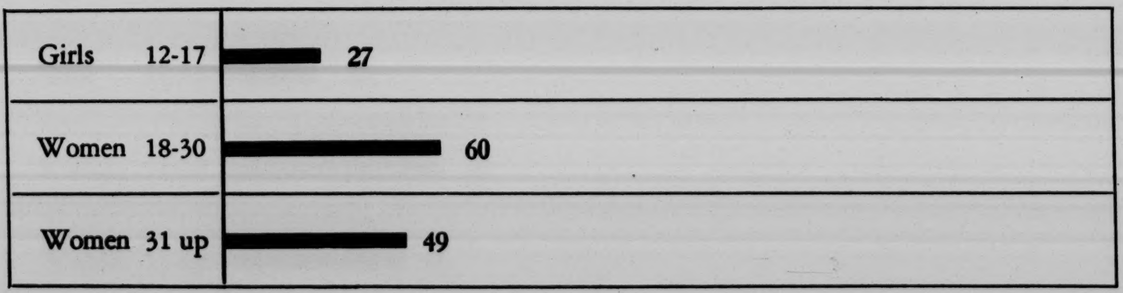


Player's Rating By Groups

April, 1940



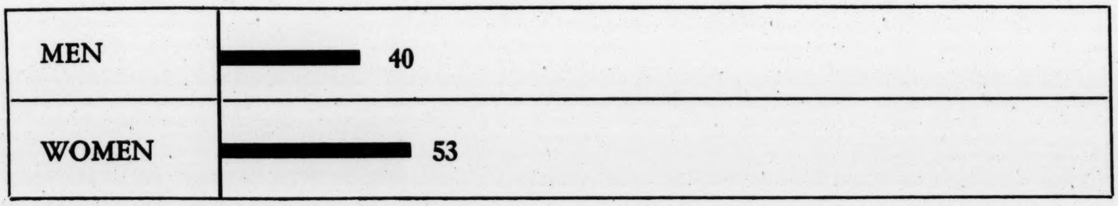


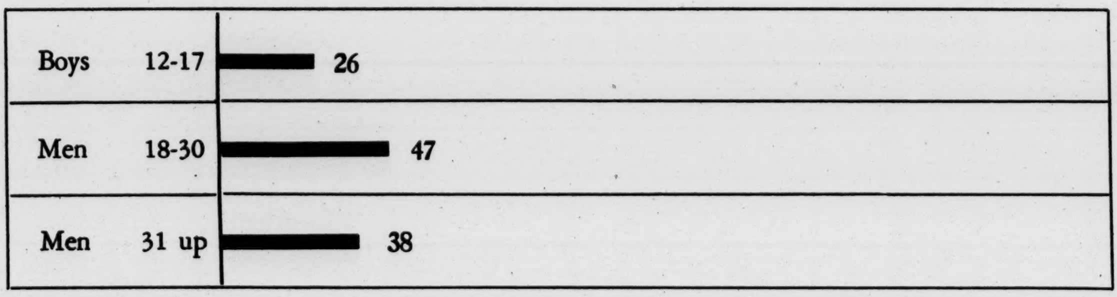


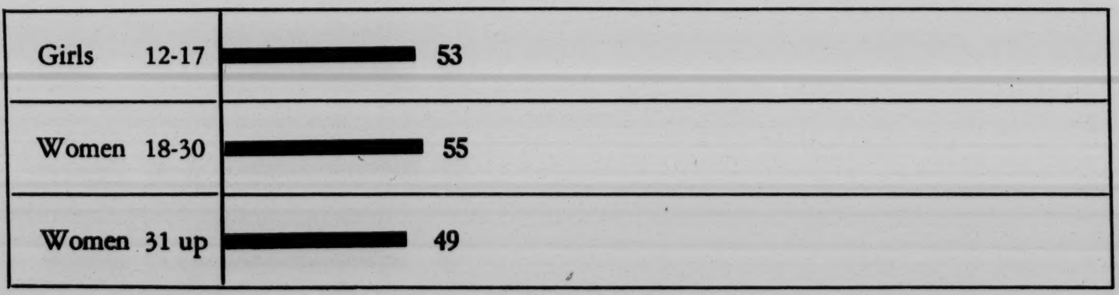
DOUGLAS, Melvyn

Player's Rating By Groups

April, 1940



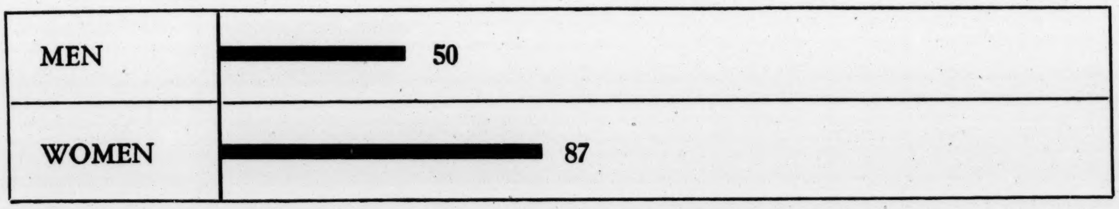


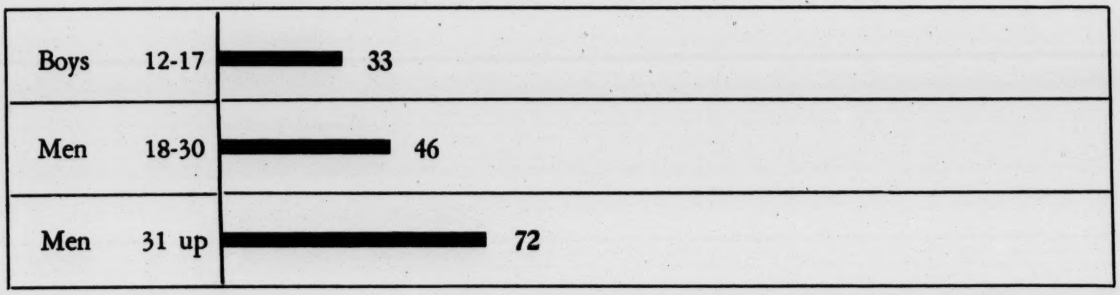


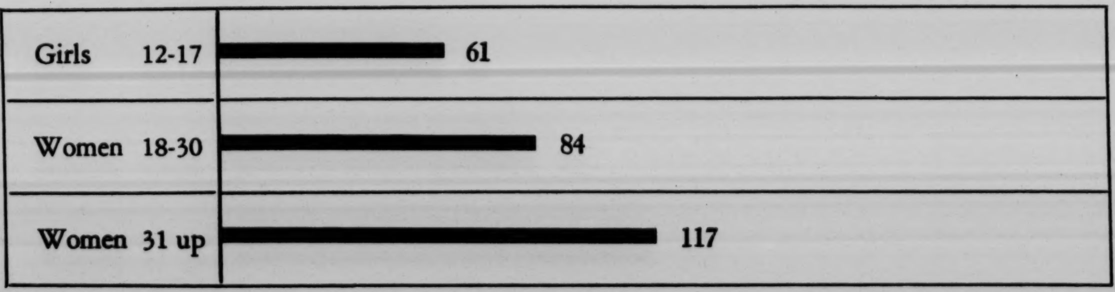
DUNNE, Irene

Player's Rating By Groups

April, 1940

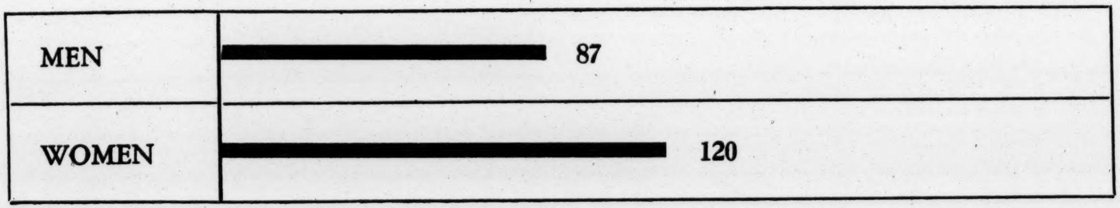


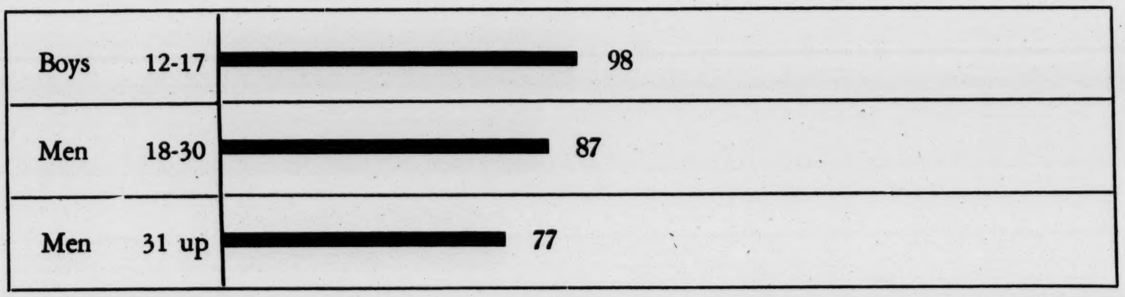


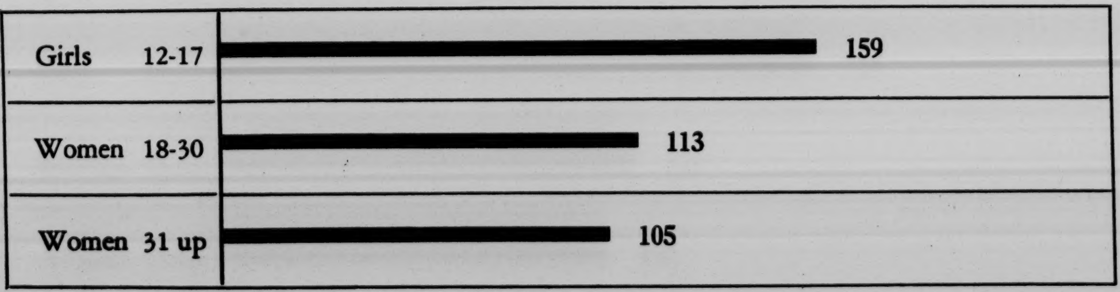


Player's Rating By Groups

April, 1940



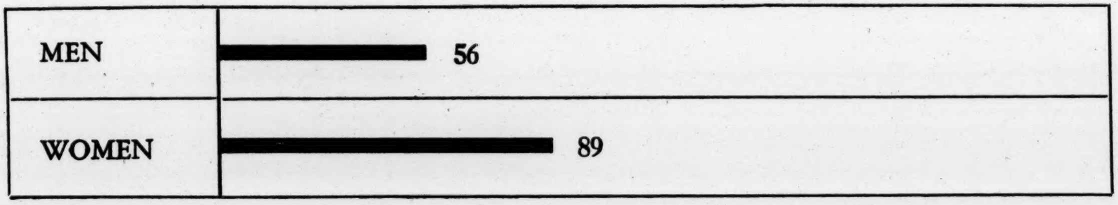


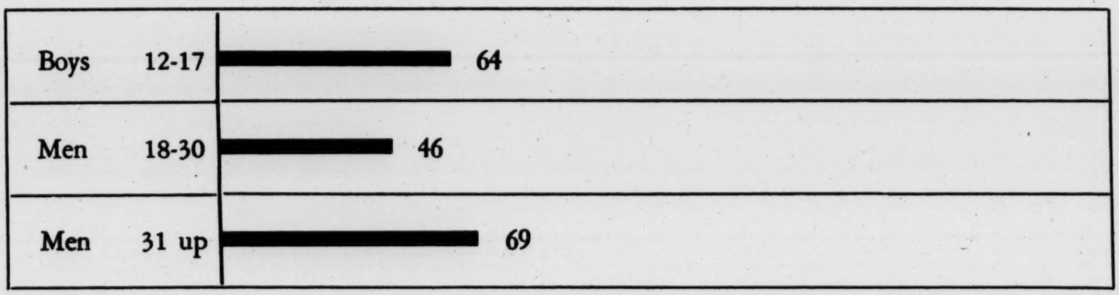


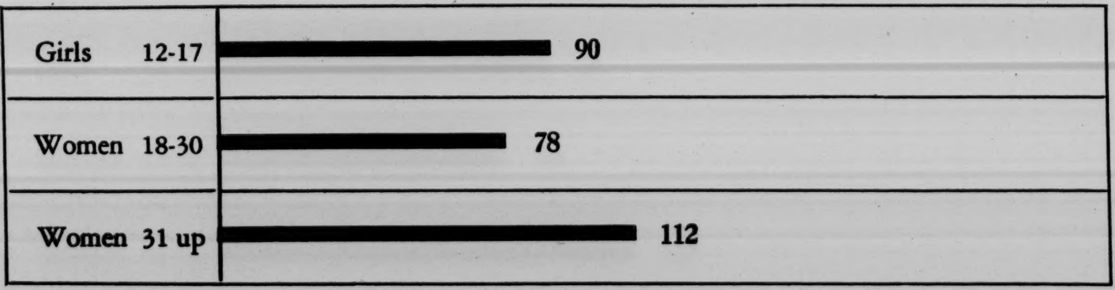
EDDY, Nelson

Player's Rating By Groups

April, 1940

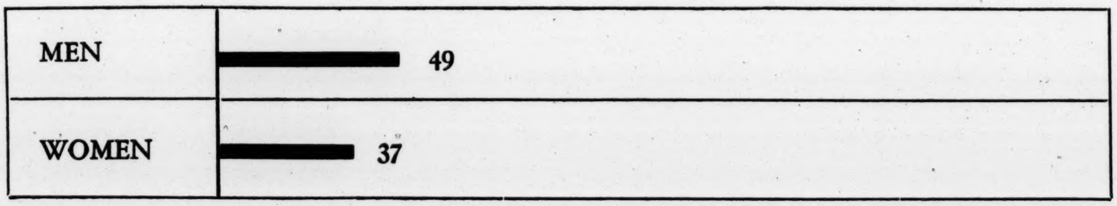


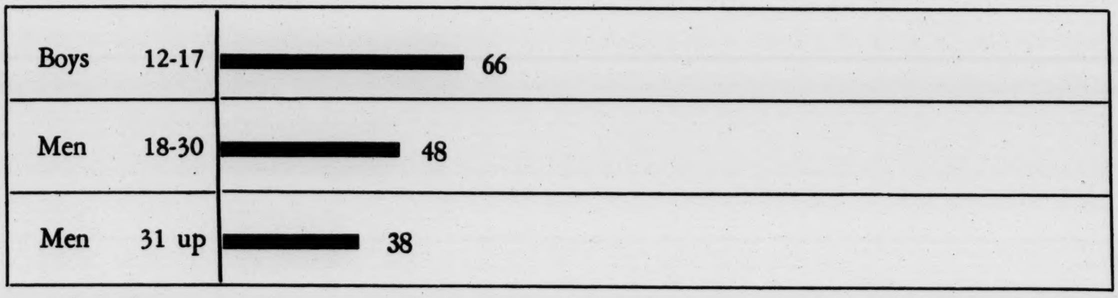


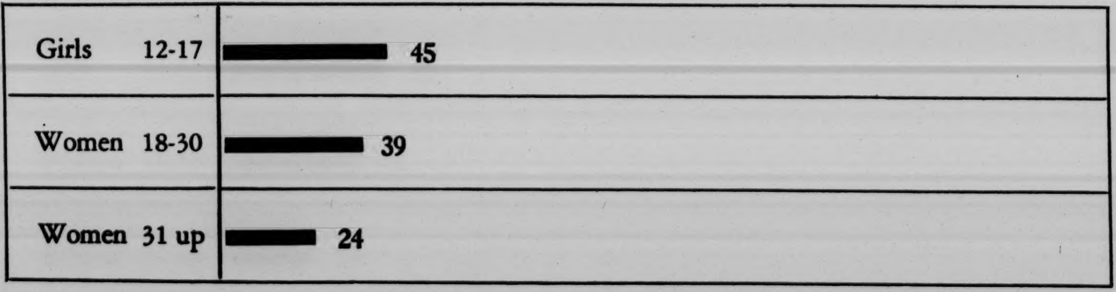


Player's Rating By Groups

April, 1940

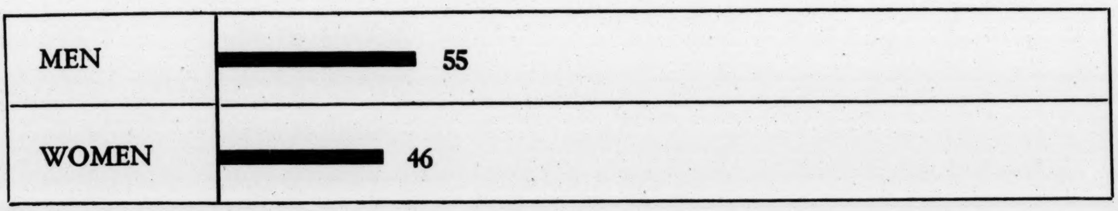


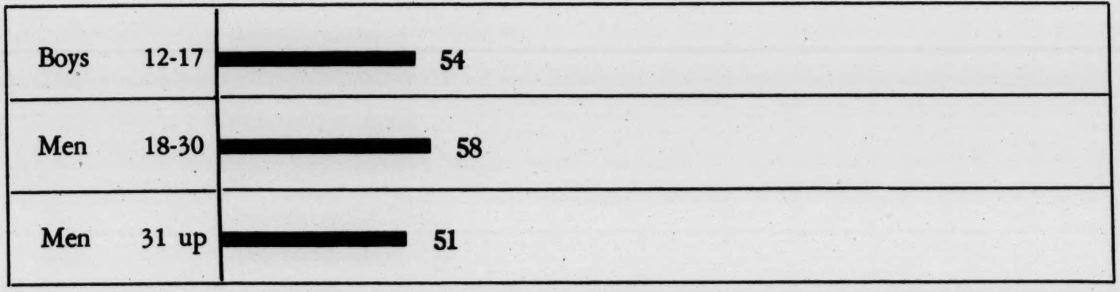


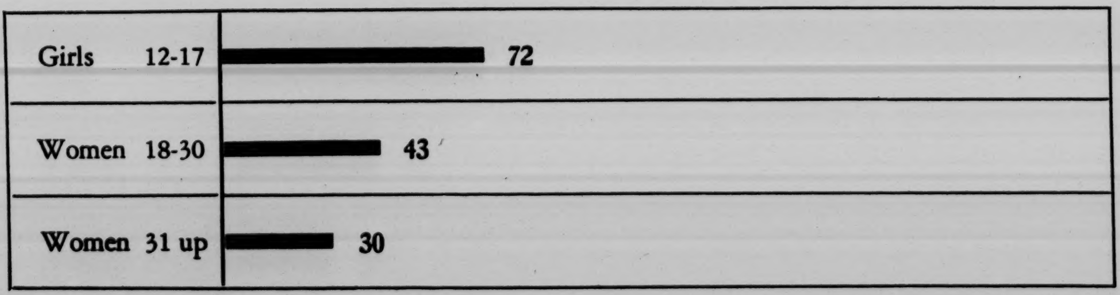


Player's Rating By Groups

April, 1940

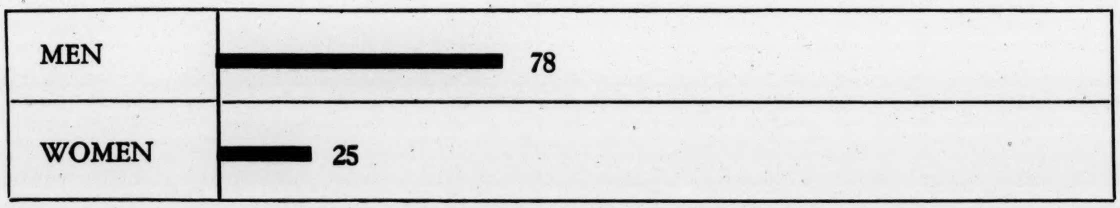


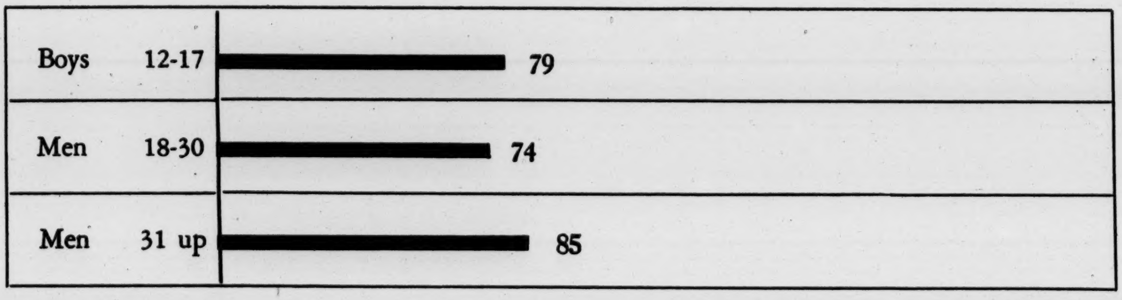


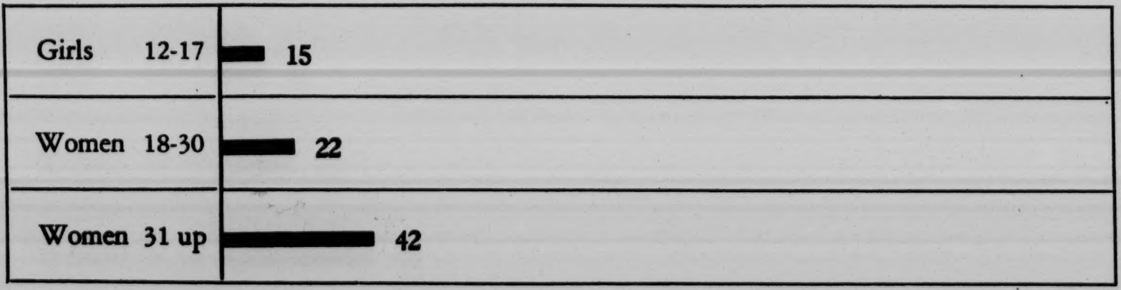


Player's Rating By Groups

April, 1940



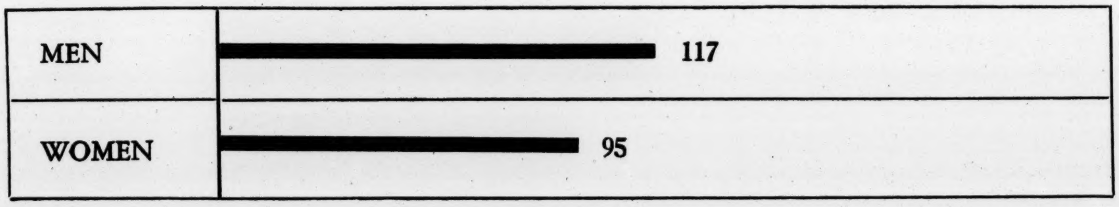


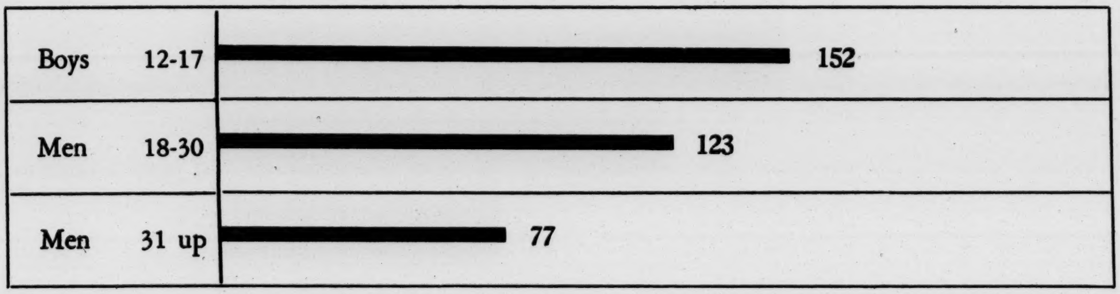


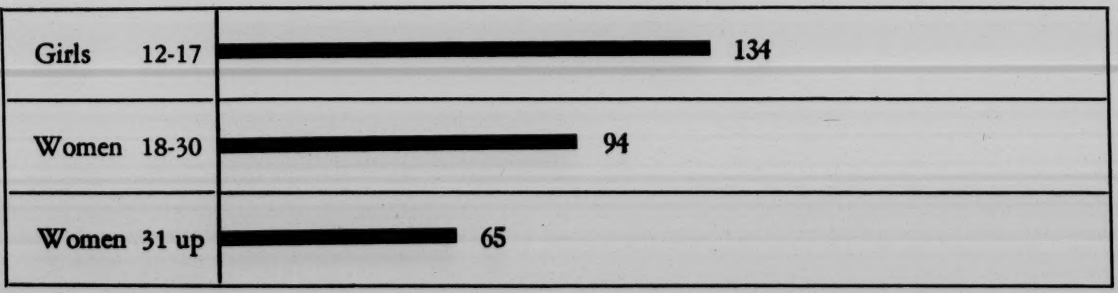
FLYNN, Errol

Player's Rating By Groups

April, 1940



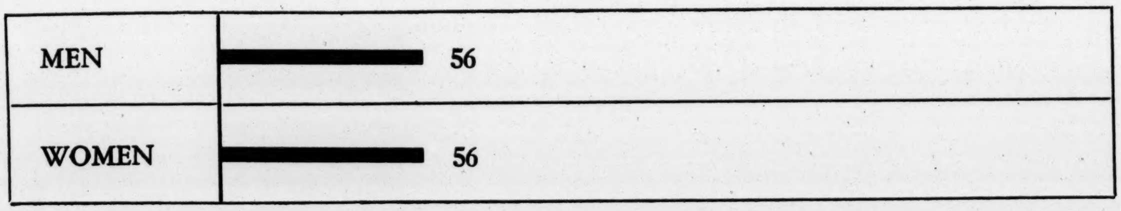


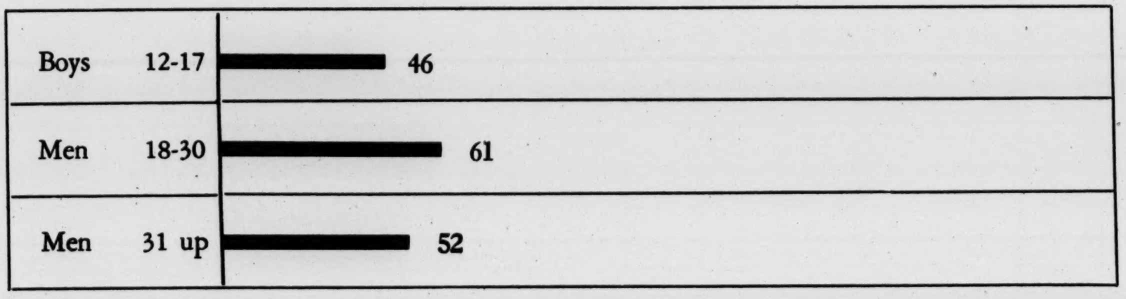


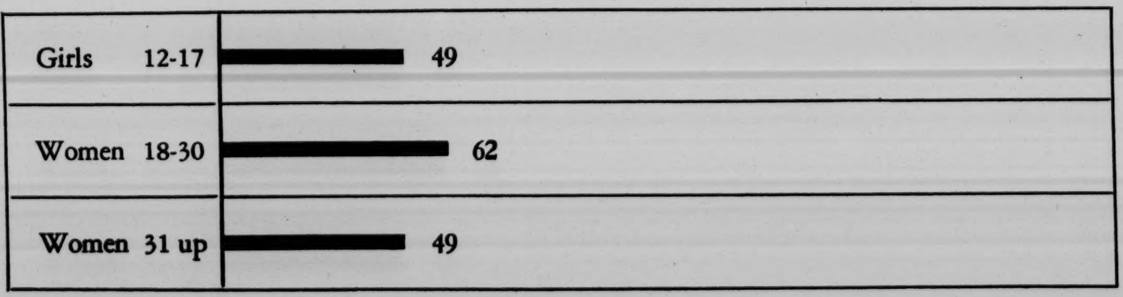
FONDA, Henry

Player's Rating By Groups

April, 1940



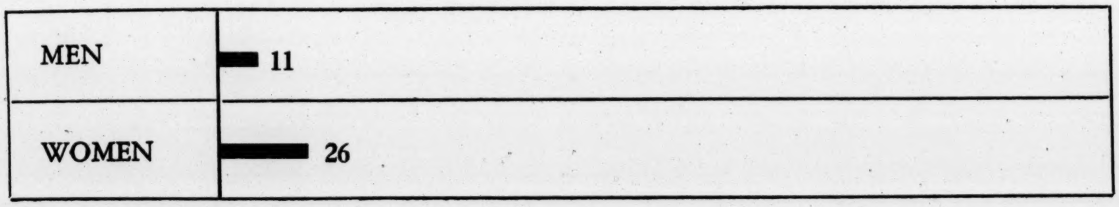


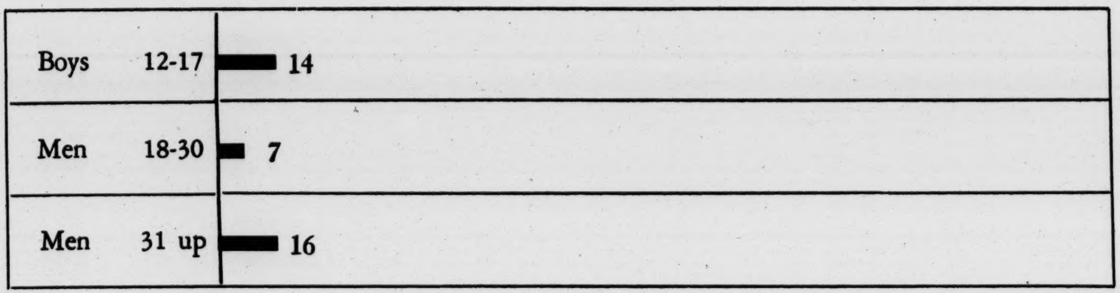


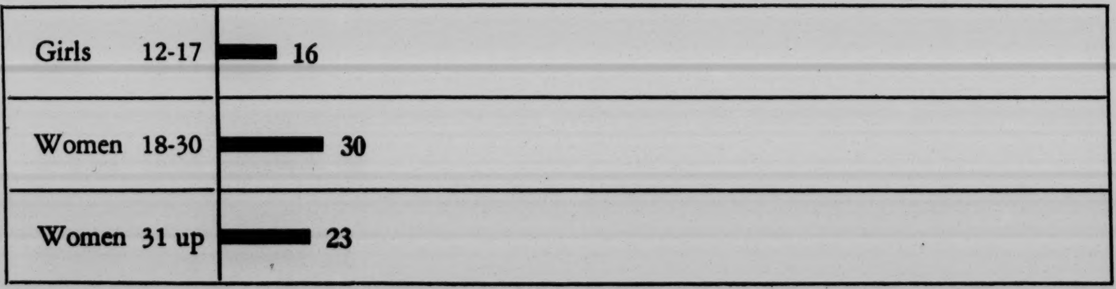
FONTAINE, Joan

Player's Rating By Groups

April, 1940



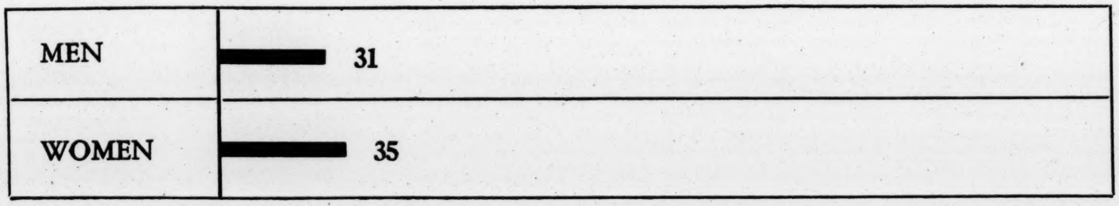


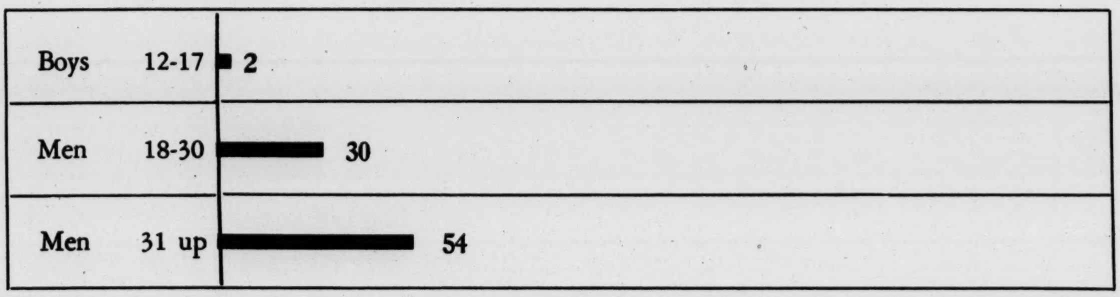


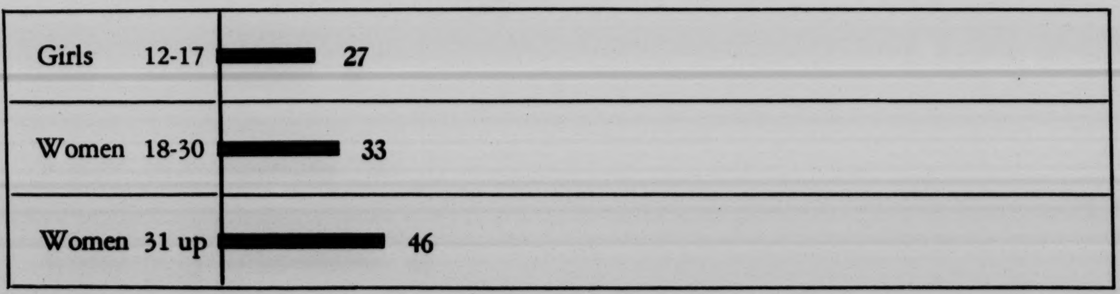
FRANCIS, Kay

Player's Rating By Groups

April, 1940



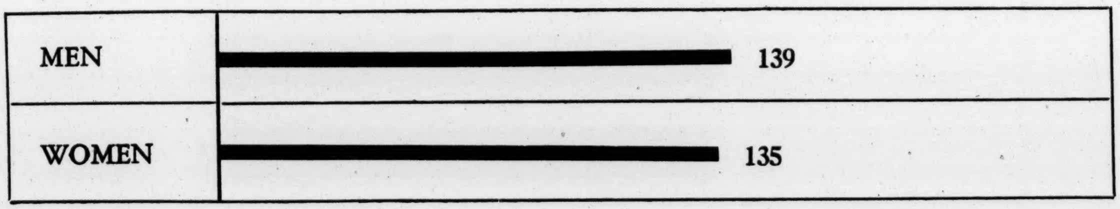


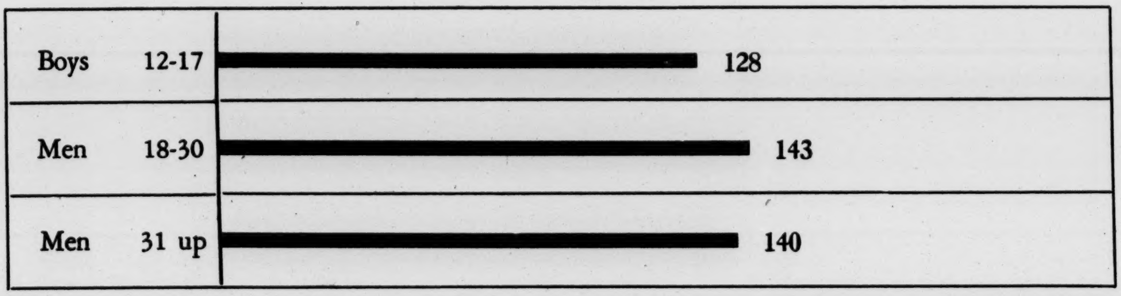


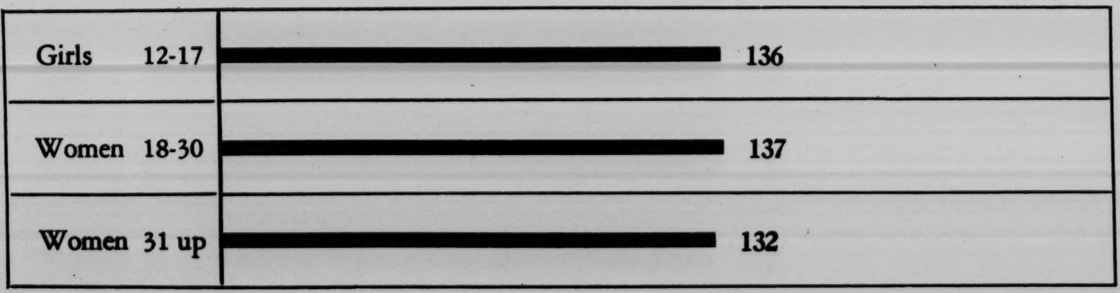
GABLE, Clark

Player's Rating By Groups

April, 1940



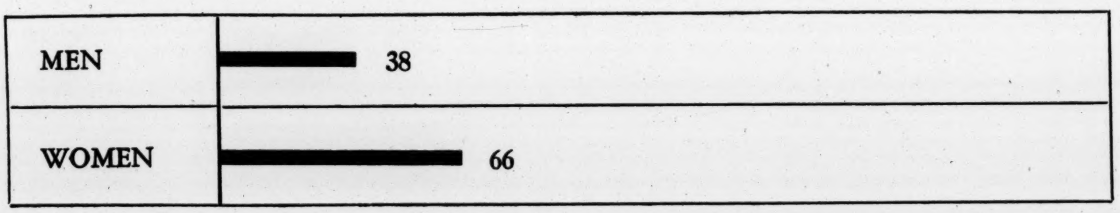


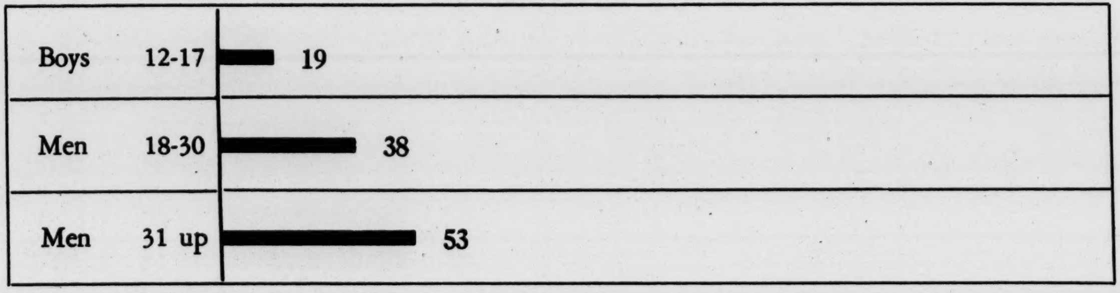


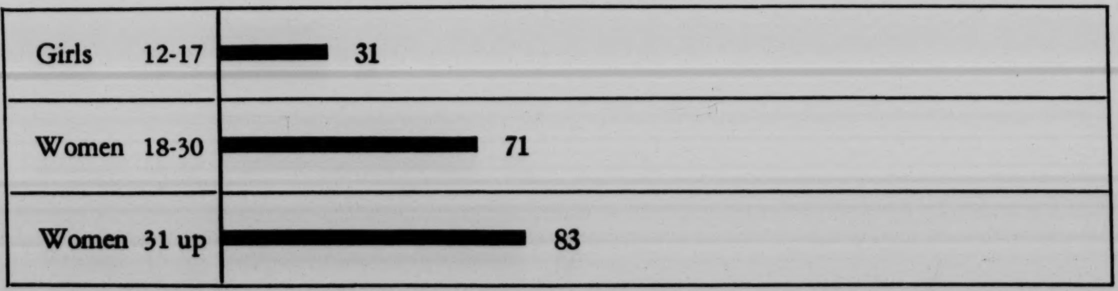
GARBO, Greta

Player's Rating By Groups

April, 1940

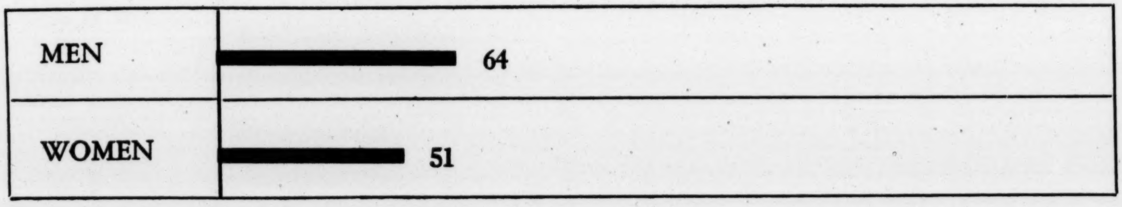


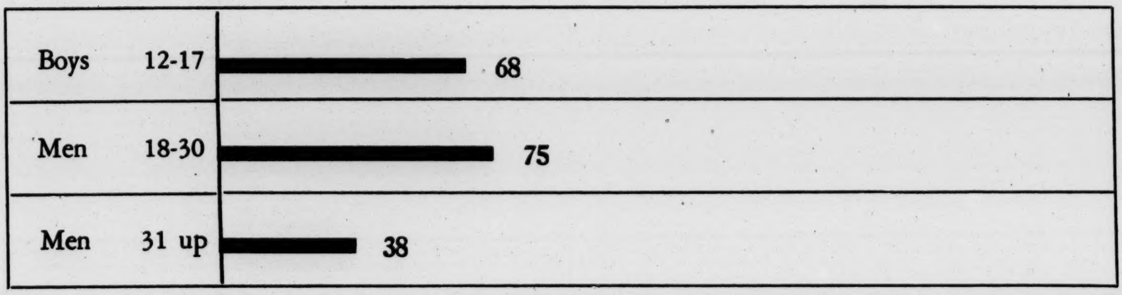


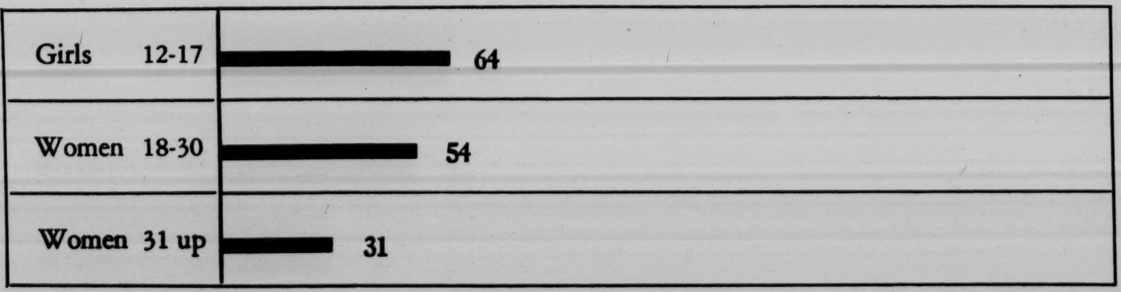


Player's Rating By Groups

April, 1940

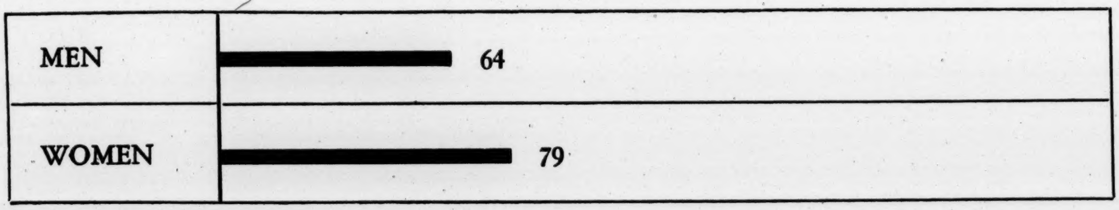


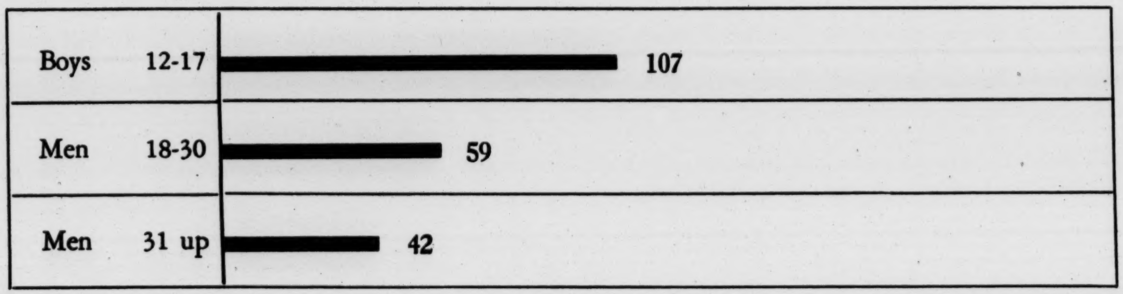


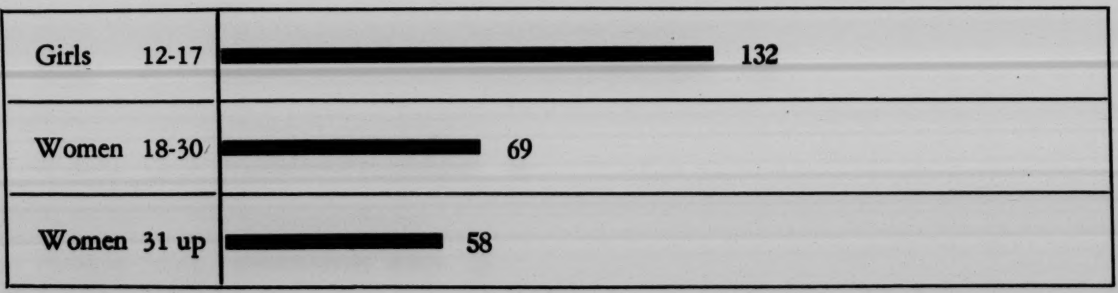


Player's Rating By Groups

April, 1940



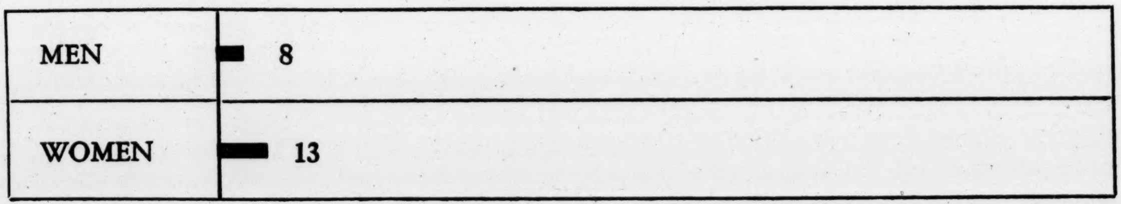


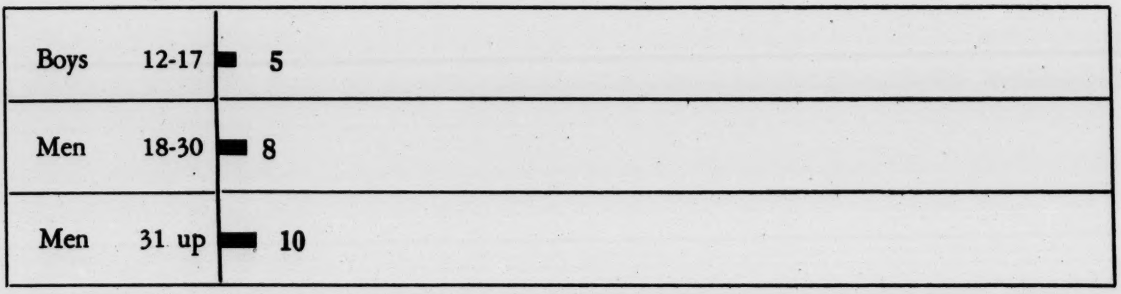


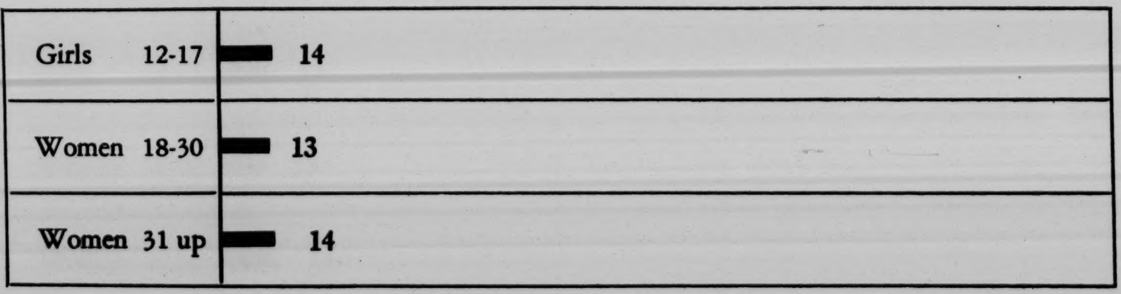
GARSON, Greer

Player's Rating By Groups

April, 1940

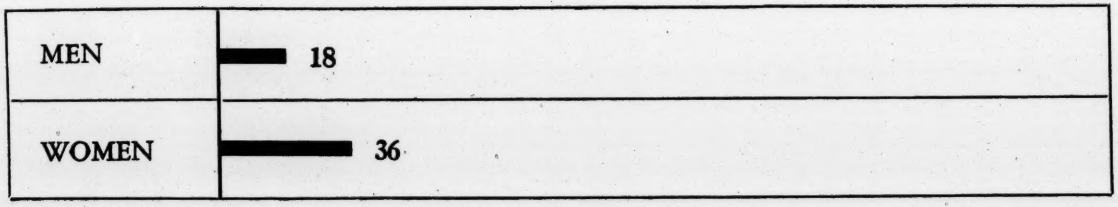


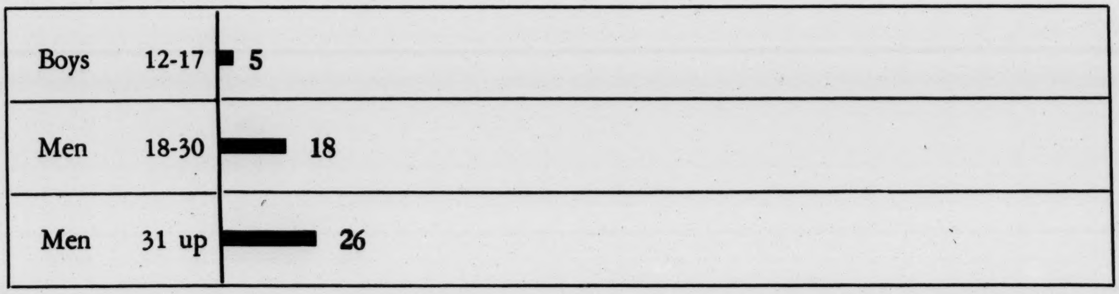


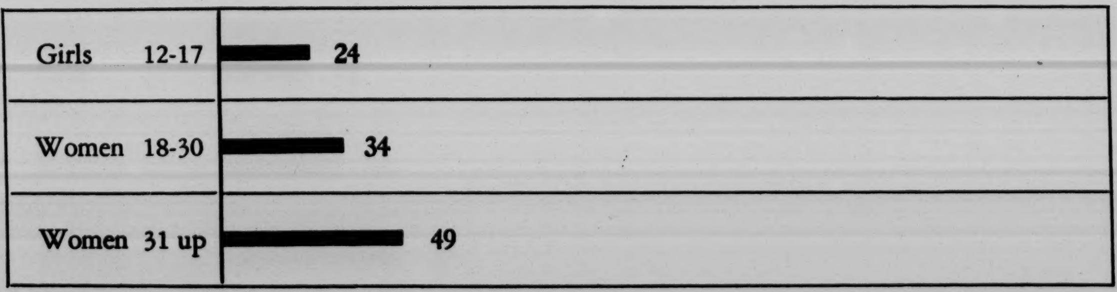


Player's Rating By Groups

April, 1940

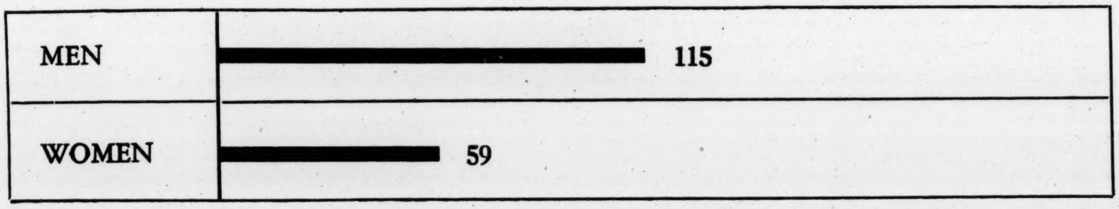


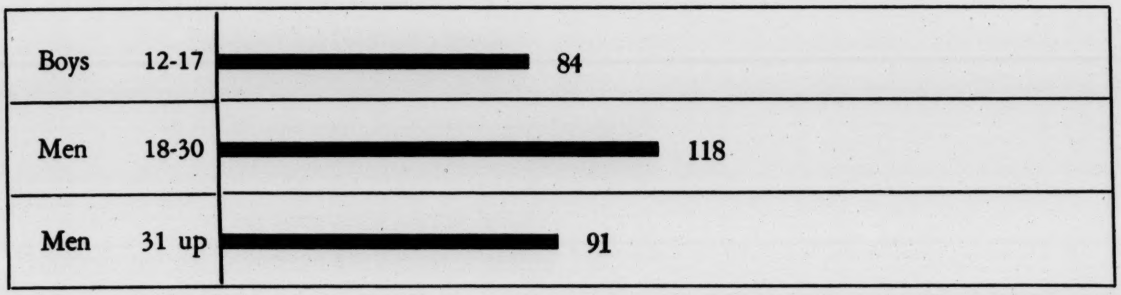


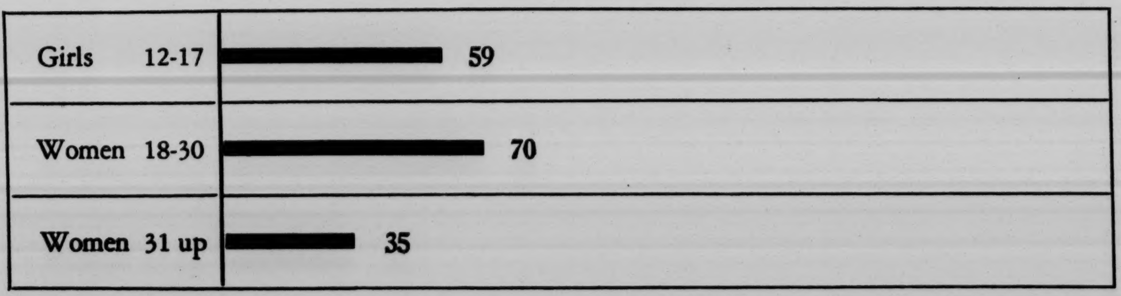


Player's Rating By Groups

April, 1940

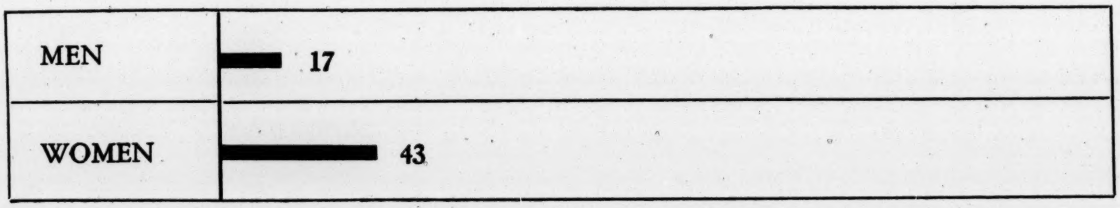


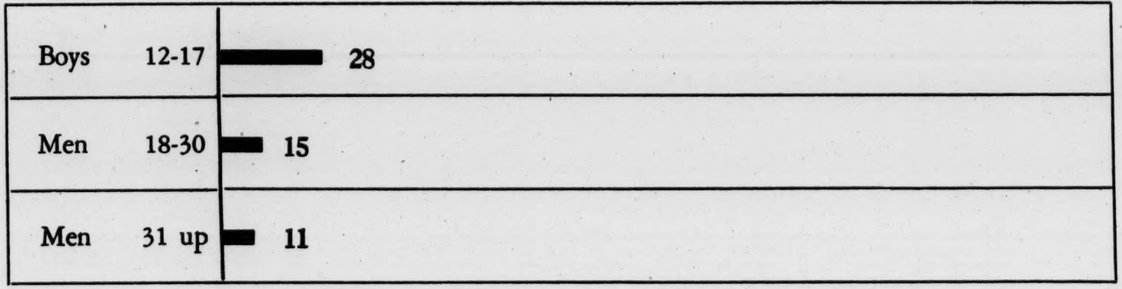


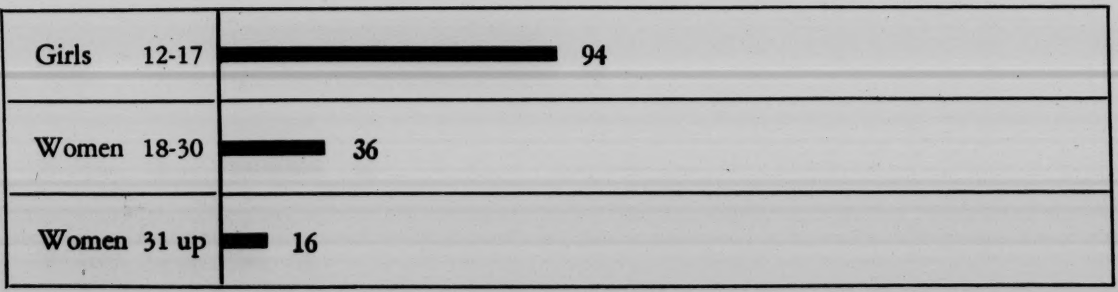


Player's Rating By Groups

April, 1940



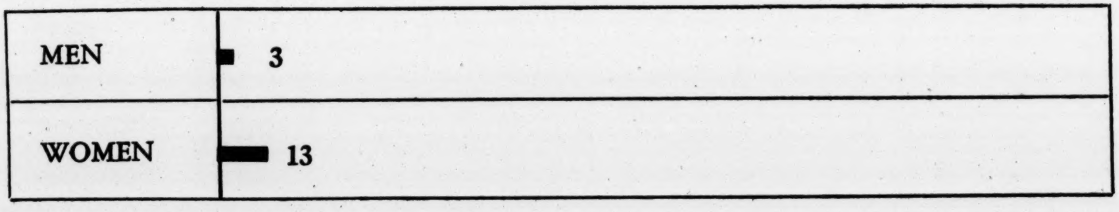


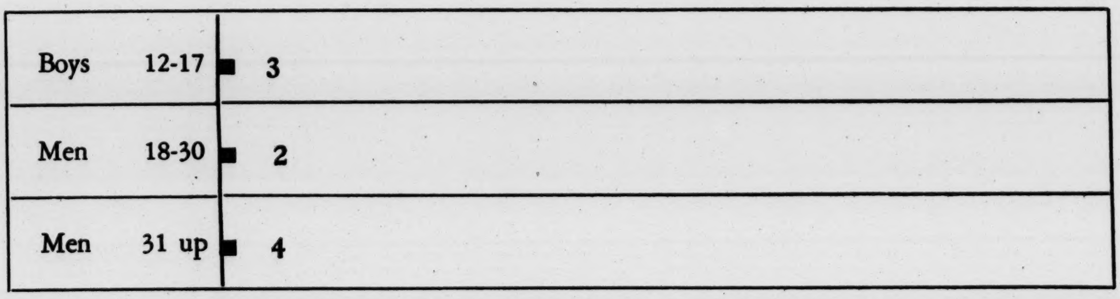


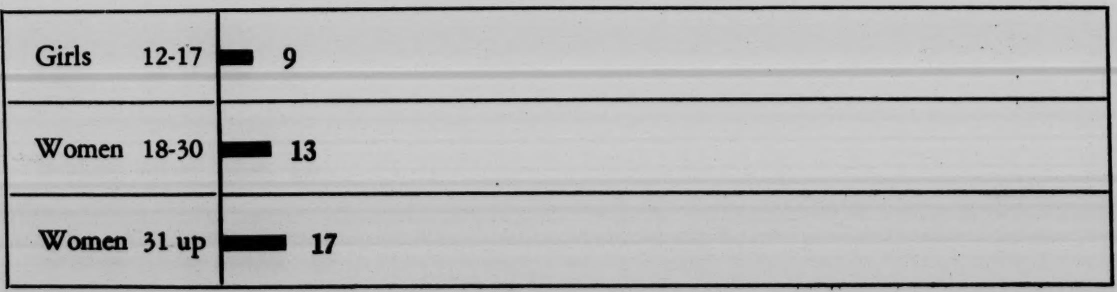
HAYWARD, Louis

Player's Rating By Groups

April, 1940

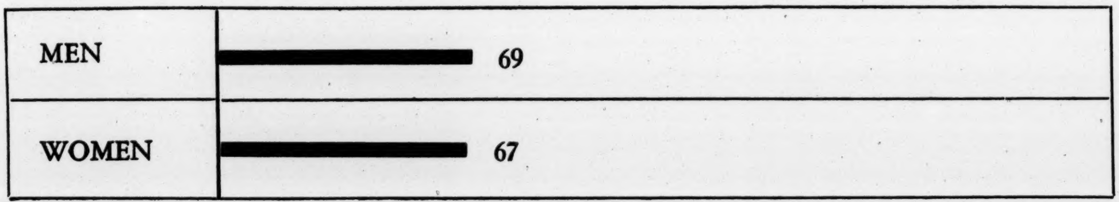


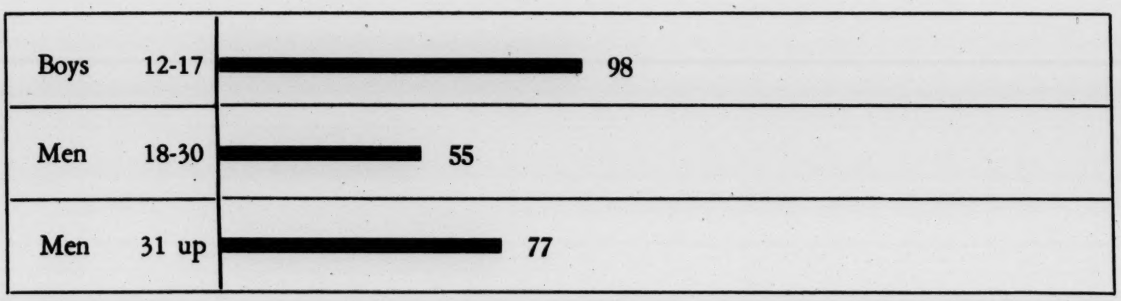


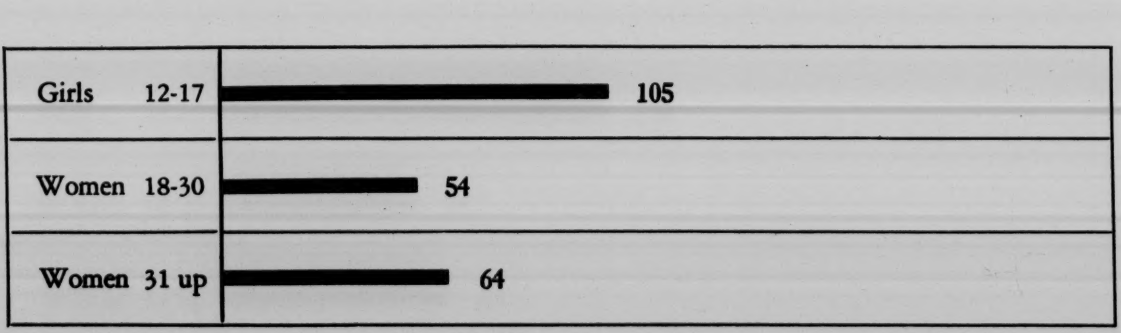


Player's Rating By Groups

April, 1940

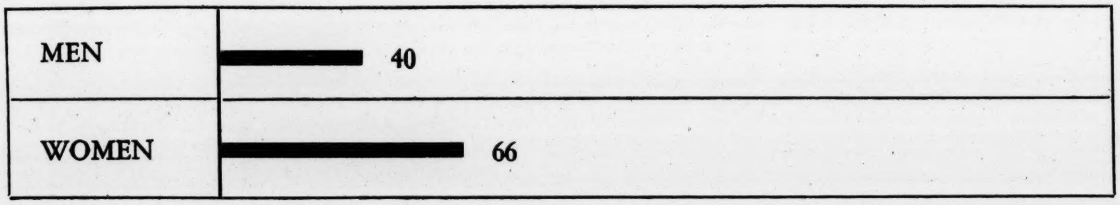


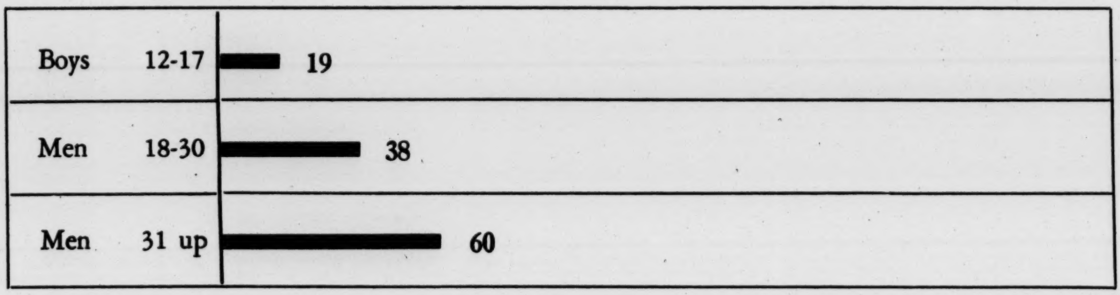


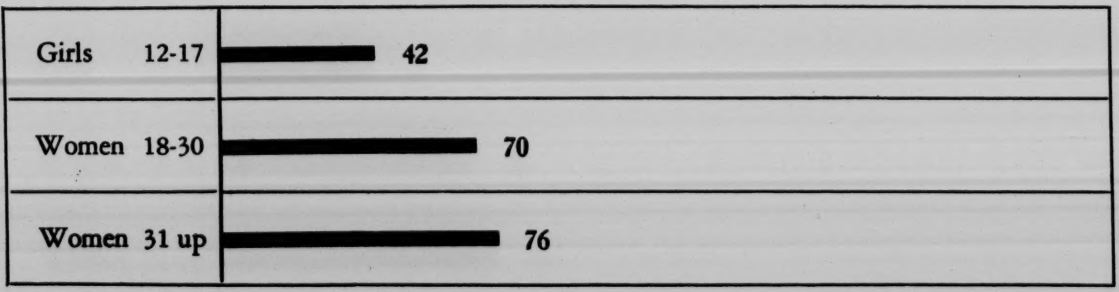


Player's Rating By Groups

April, 1940

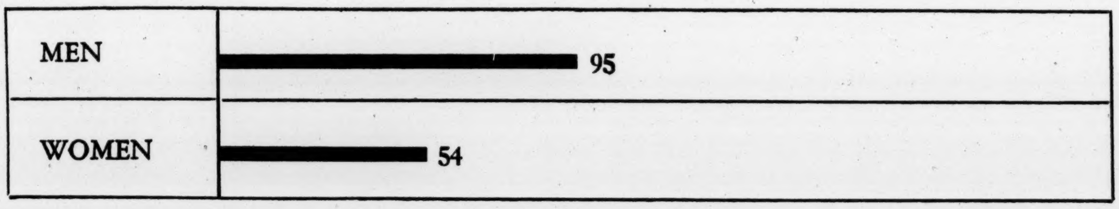


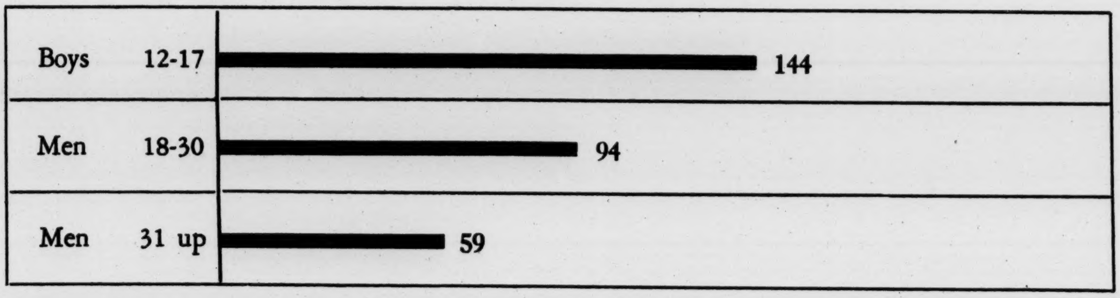


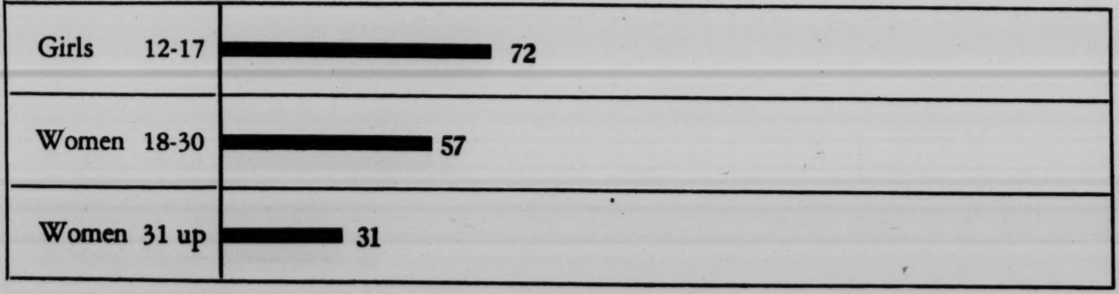


Player's Rating By Groups

April, 1940

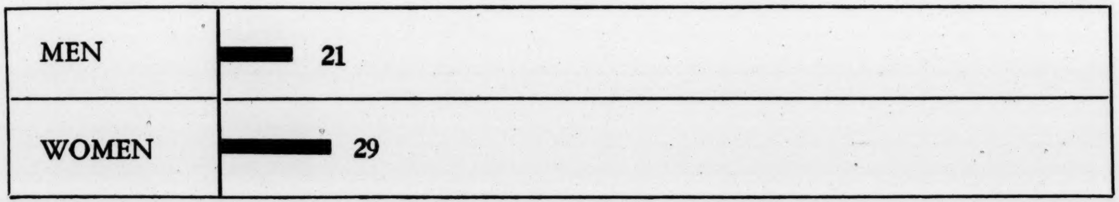


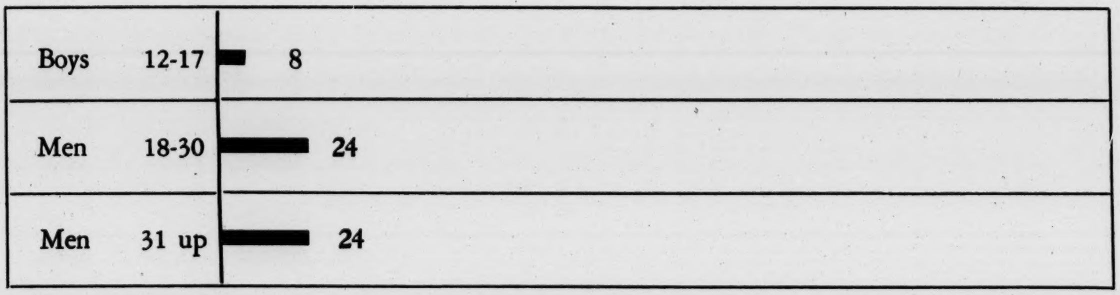


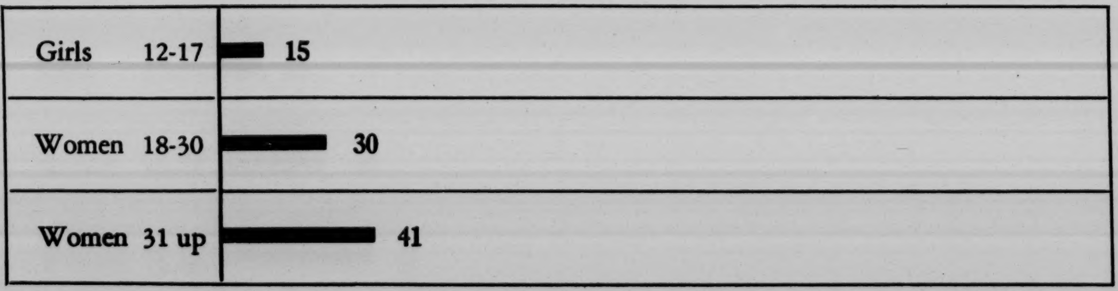


Player's Rating By Groups

April, 1940



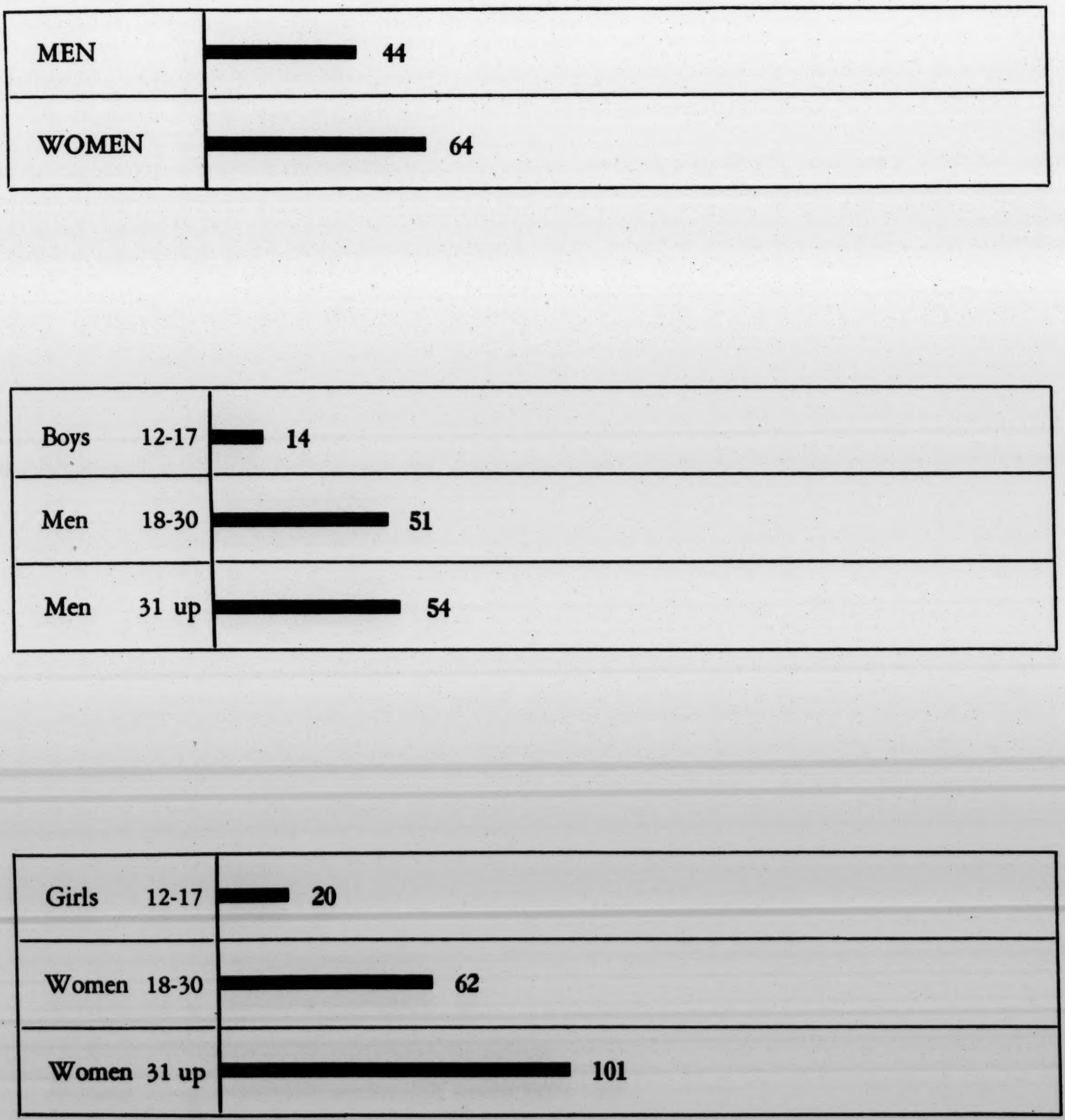




HOWARD, Leslie

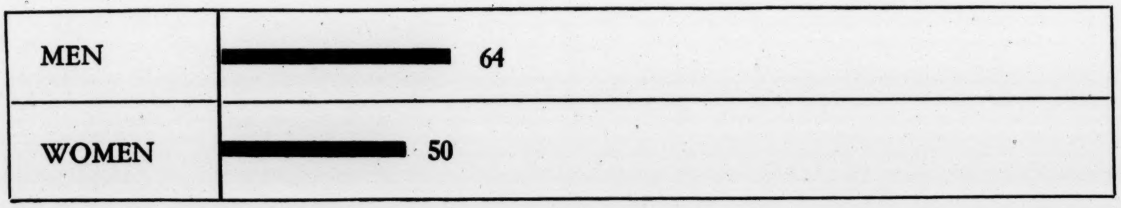
Player's Rating By Groups

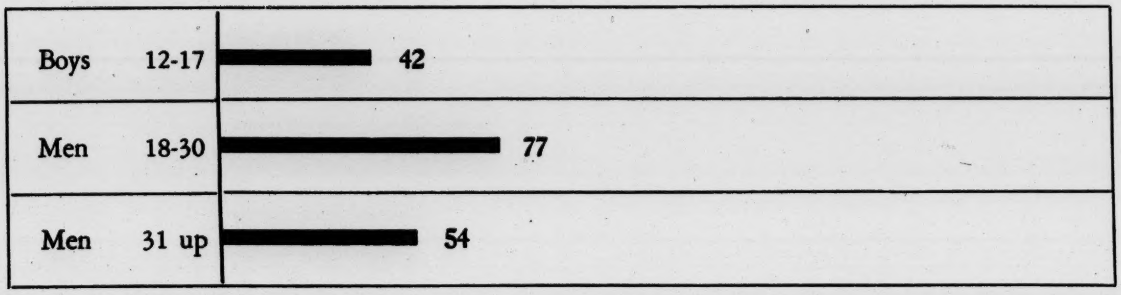
April, 1940

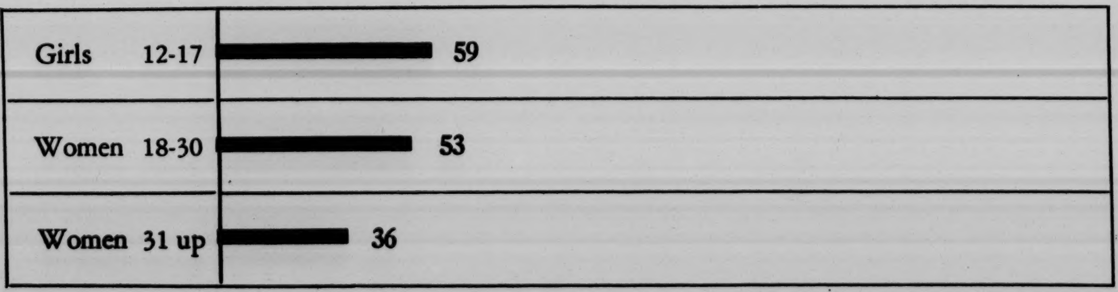


Player's Rating By Groups

April, 1940

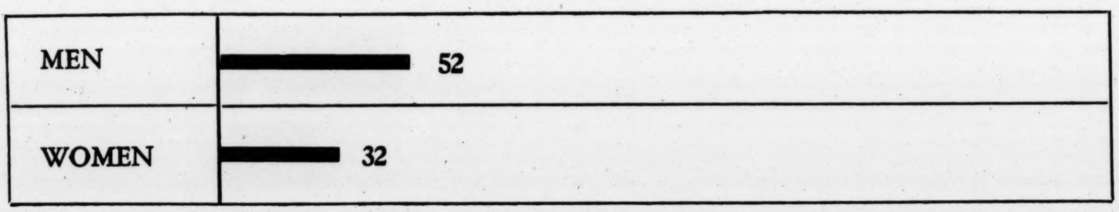


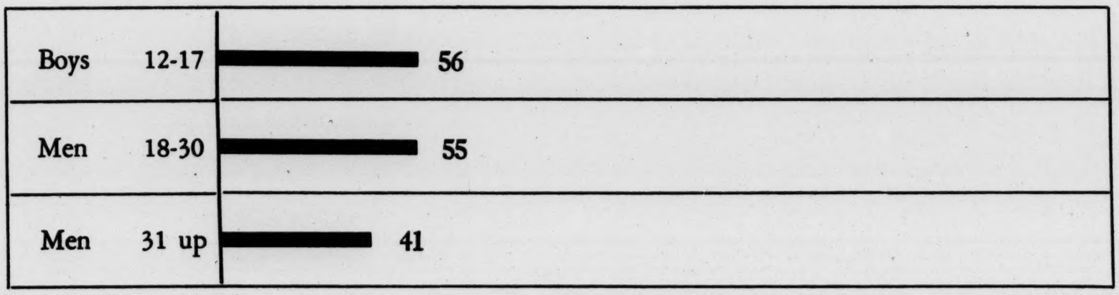


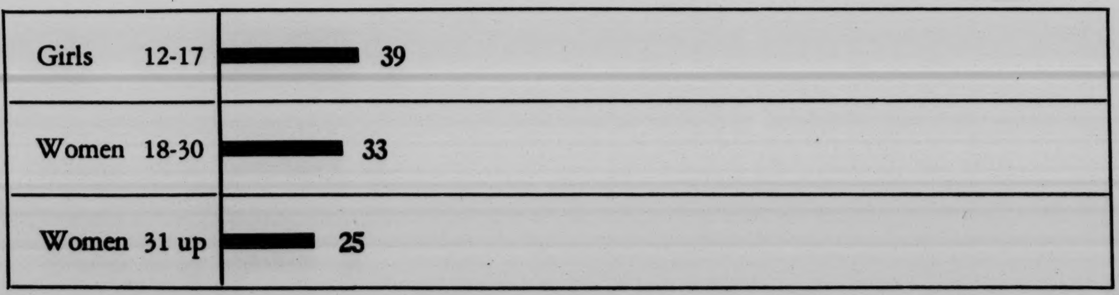


Player's Rating By Groups

April, 1940

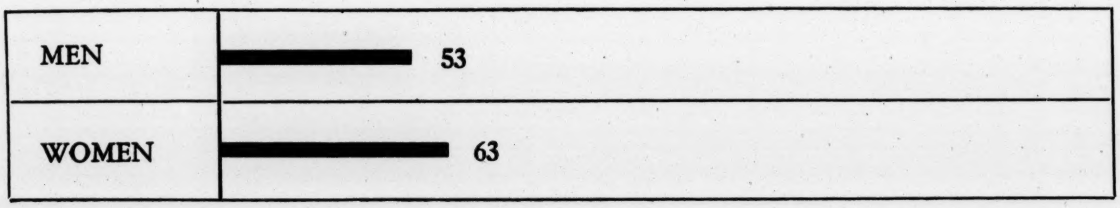


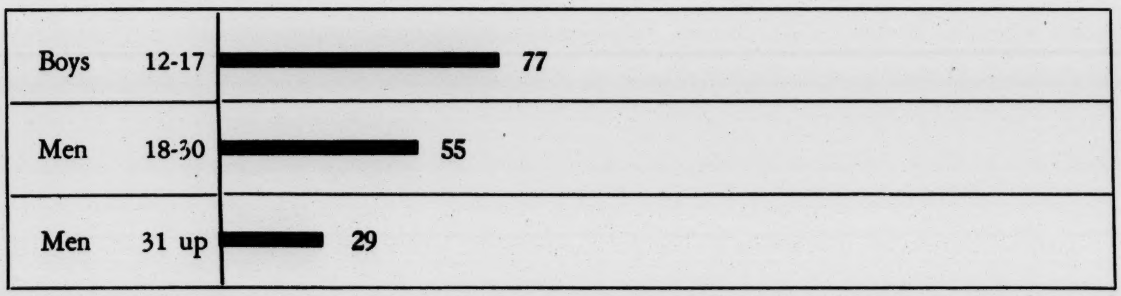


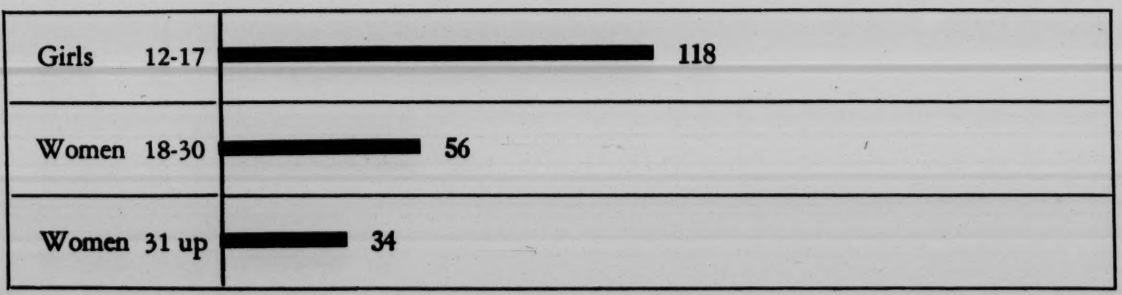


Player's Rating By Groups

April, 1940

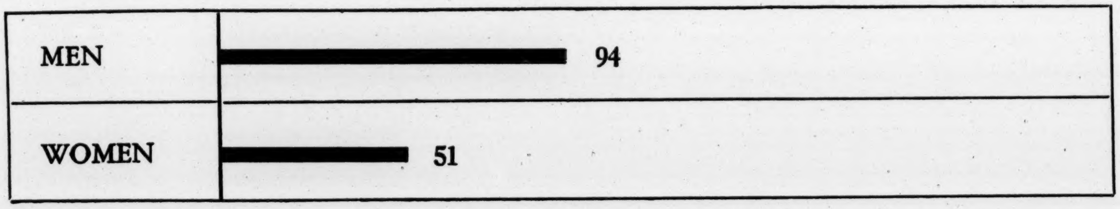


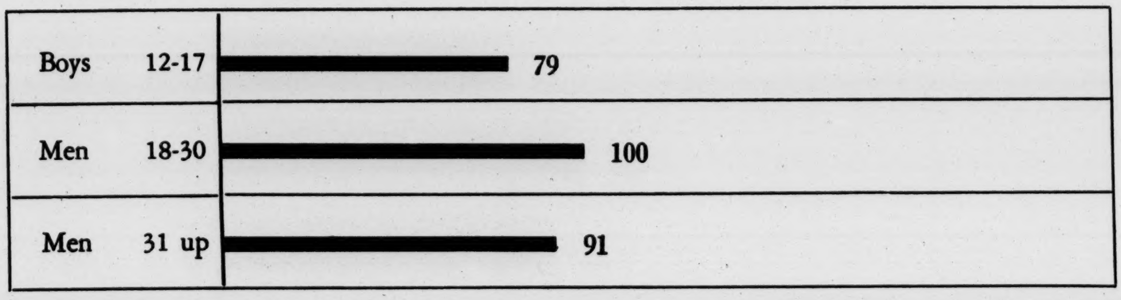


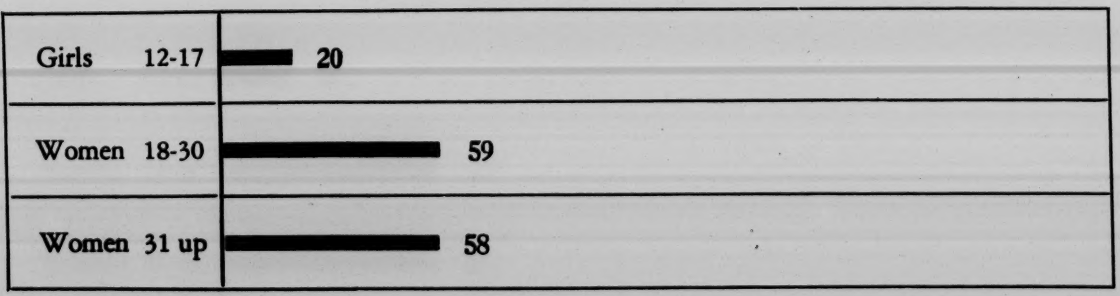


Player's Rating By Groups

April, 1940



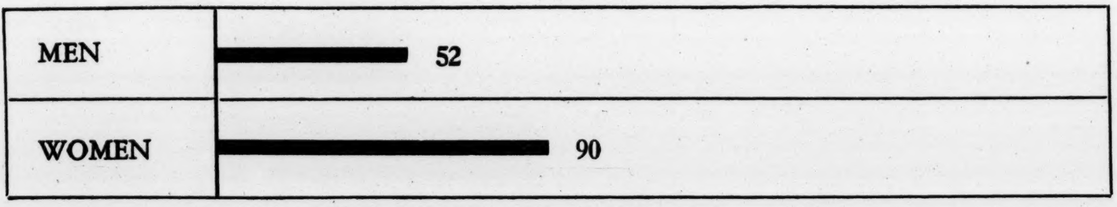


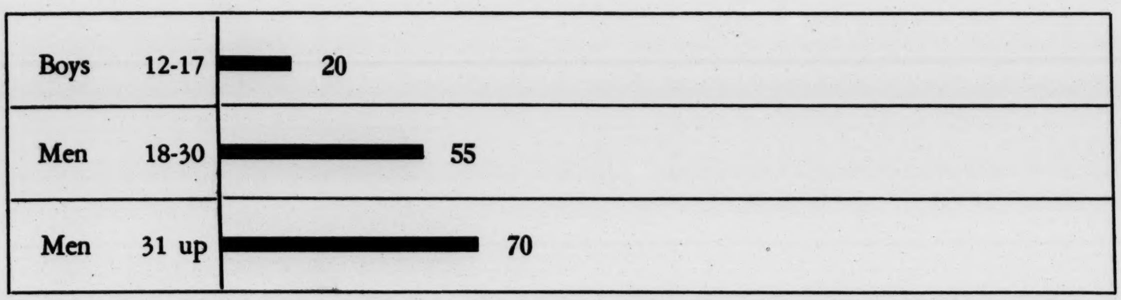


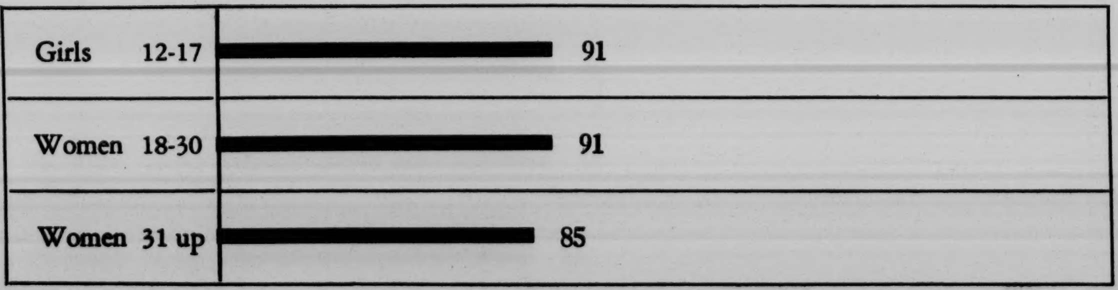
LEIGH, Vivien

Player's Rating By Groups

April, 1940



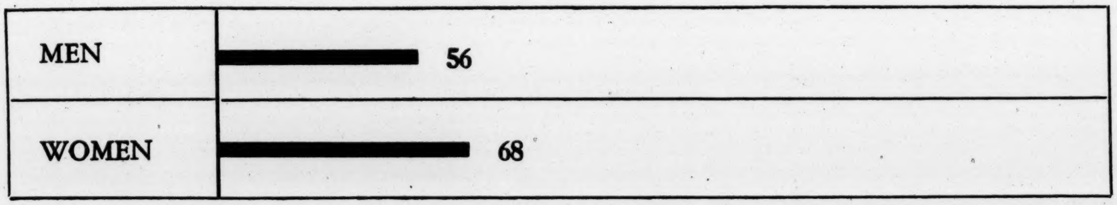


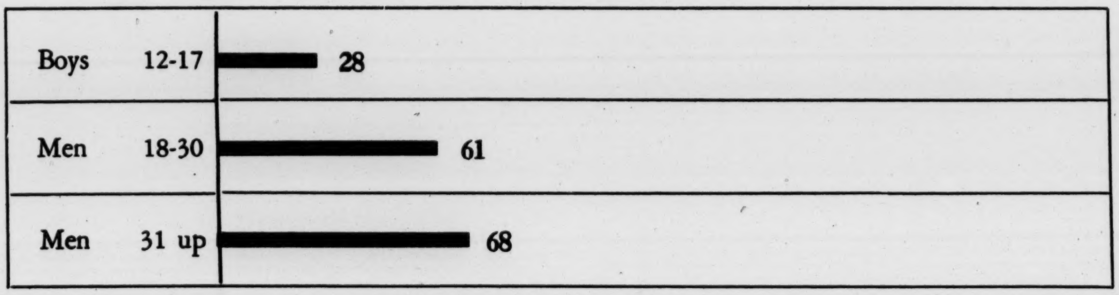


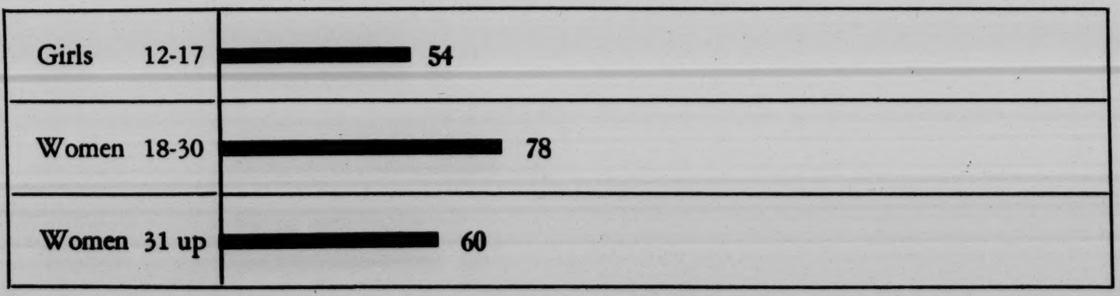
LOMBARD, Carole

Player's Rating By Groups

April, 1940



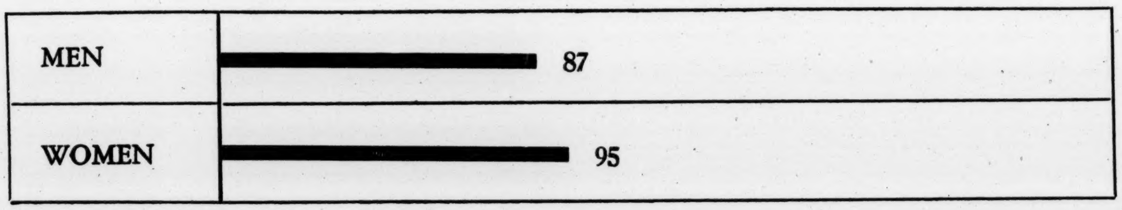


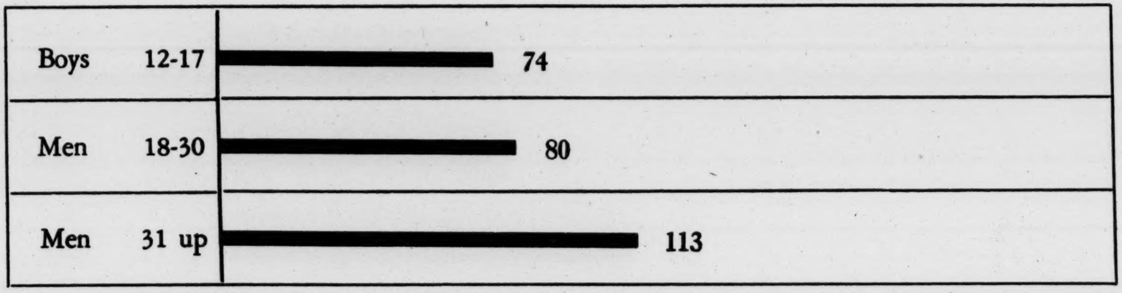


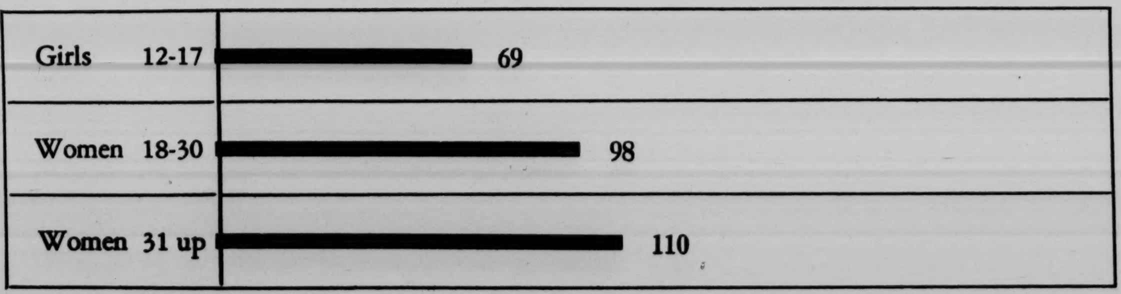
LOY, Myrna

Player's Rating By Groups

April, 1940

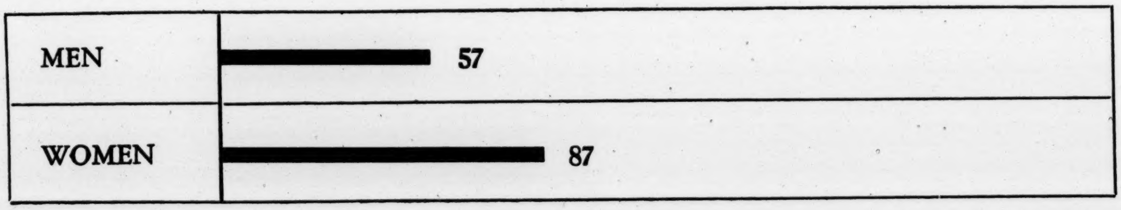


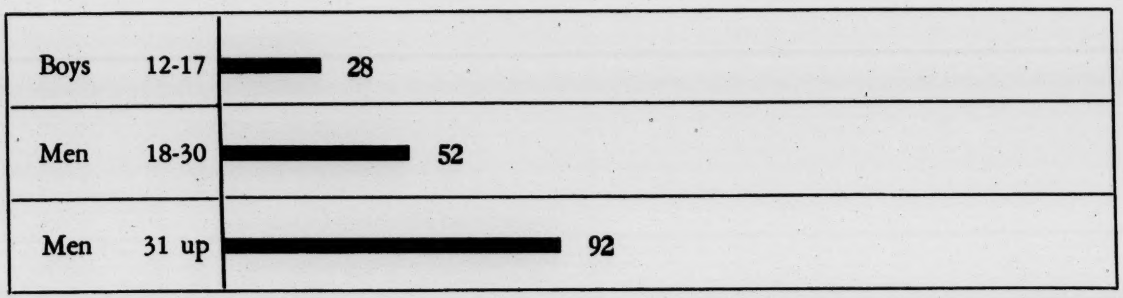


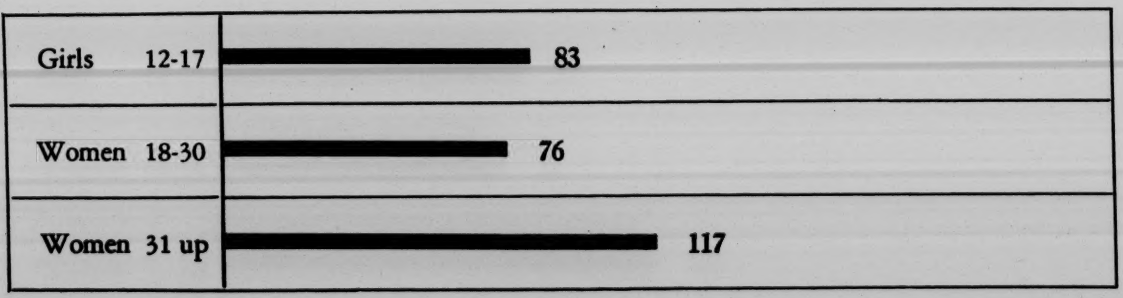


Player's Rating By Groups

April, 1940

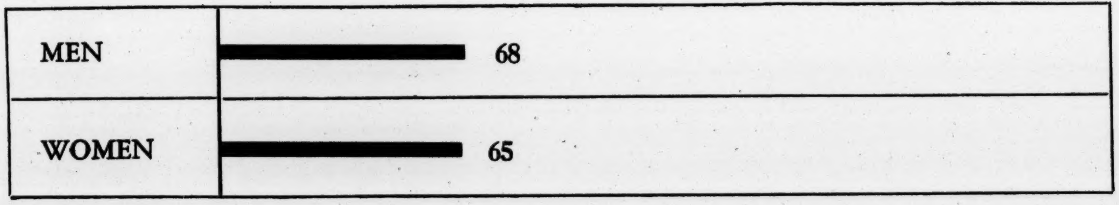


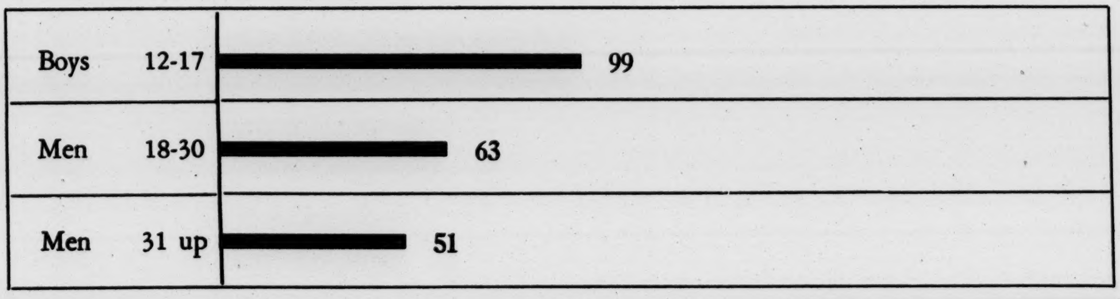


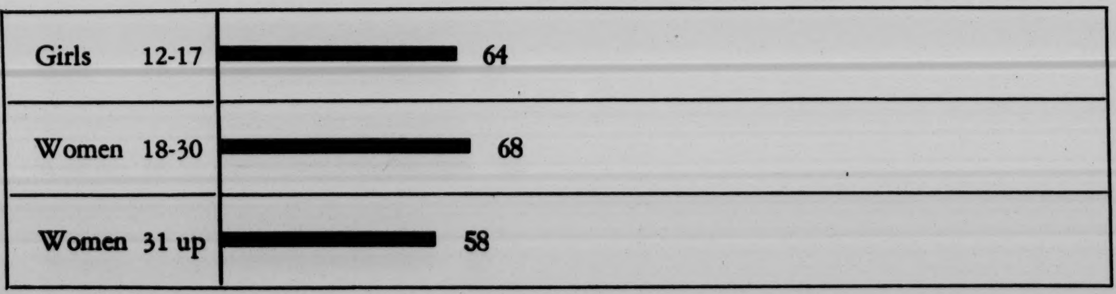


Player's Rating By Groups

April, 1940

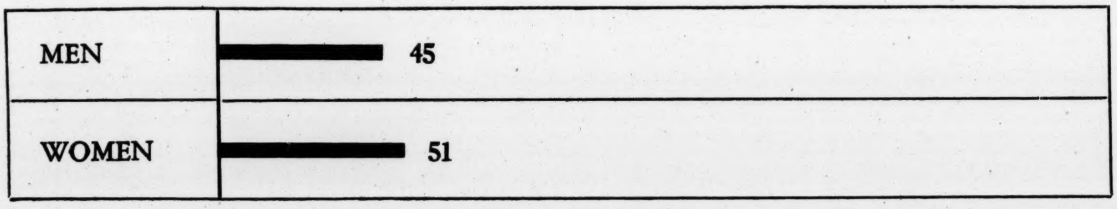


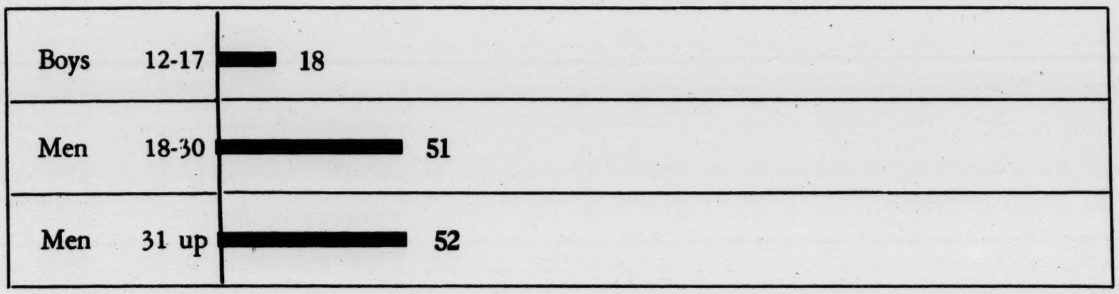


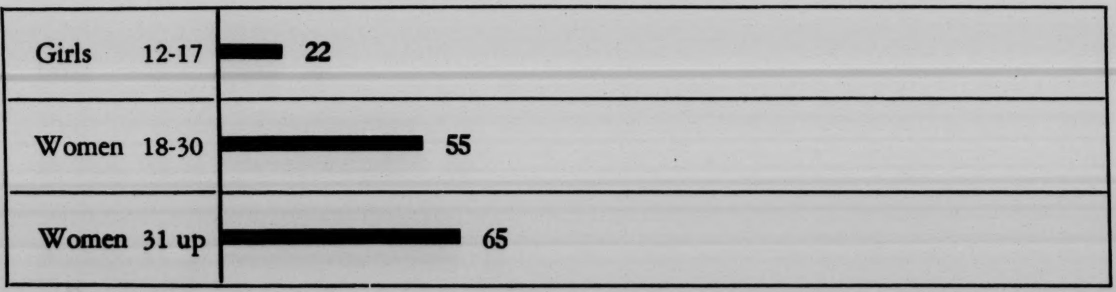


Player's Rating By Groups

April, 1940

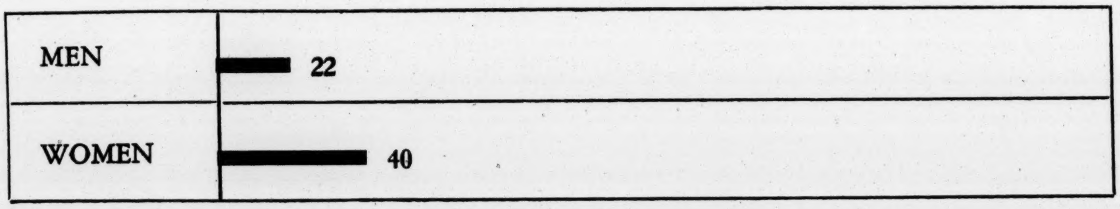


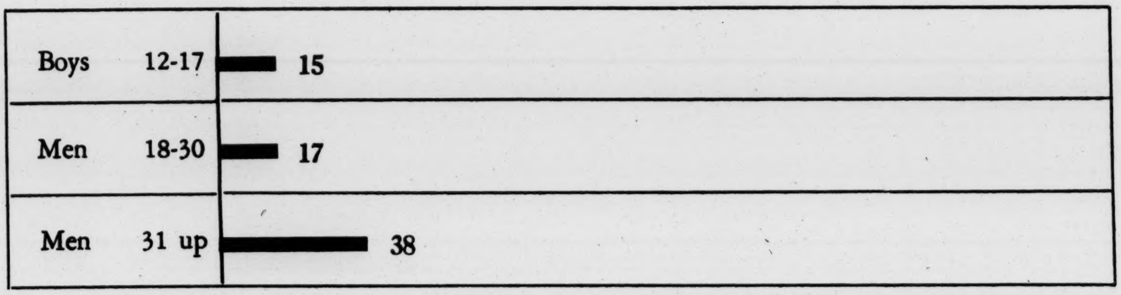


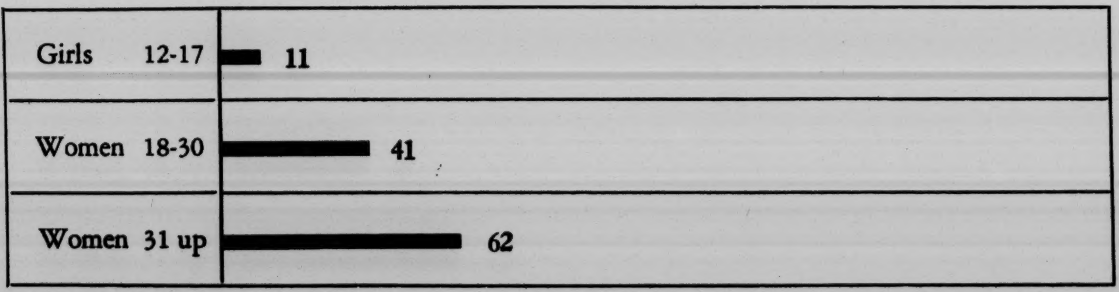


Player's Rating By Groups

April, 1940



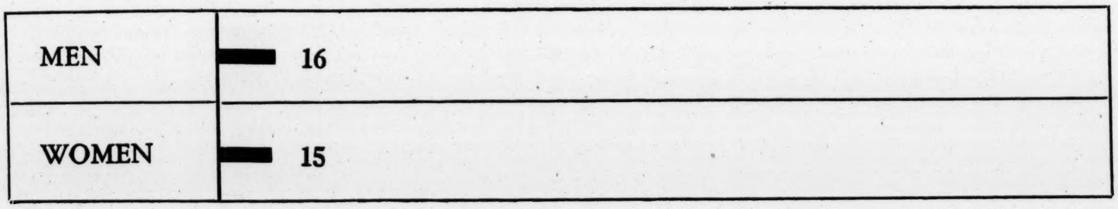


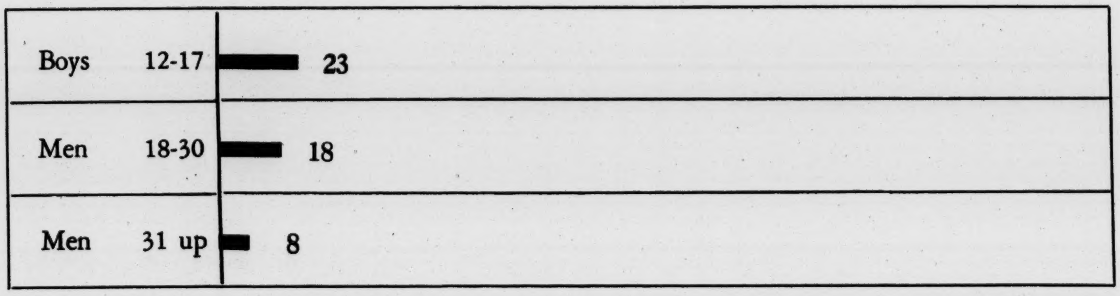


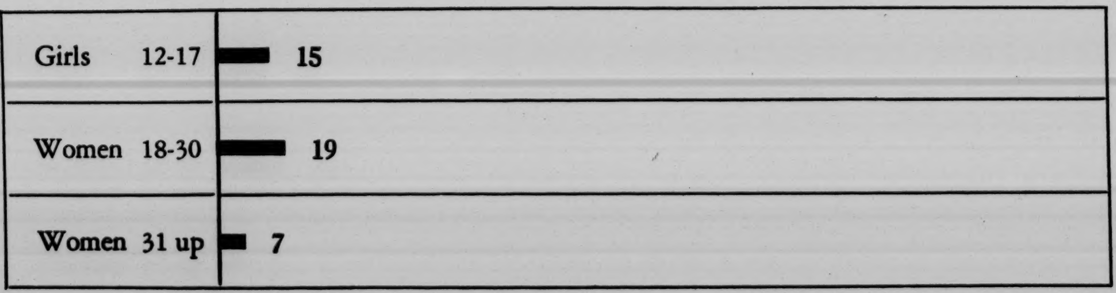
MARTIN, Tony

Player's Rating By Groups

April, 1940



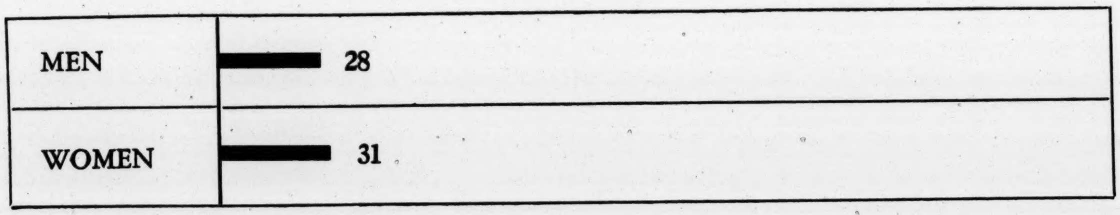


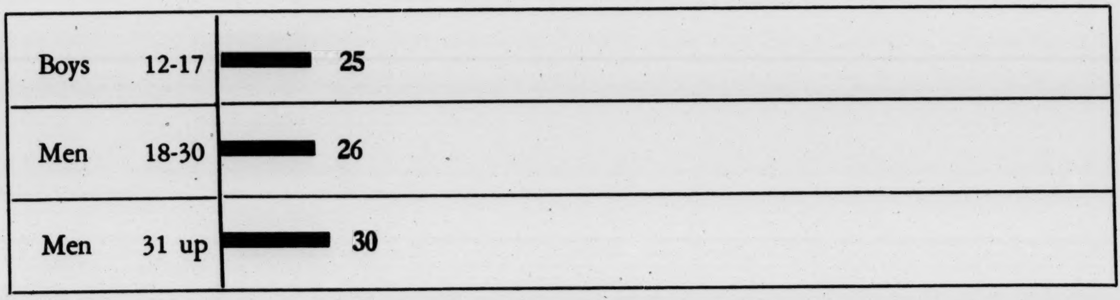


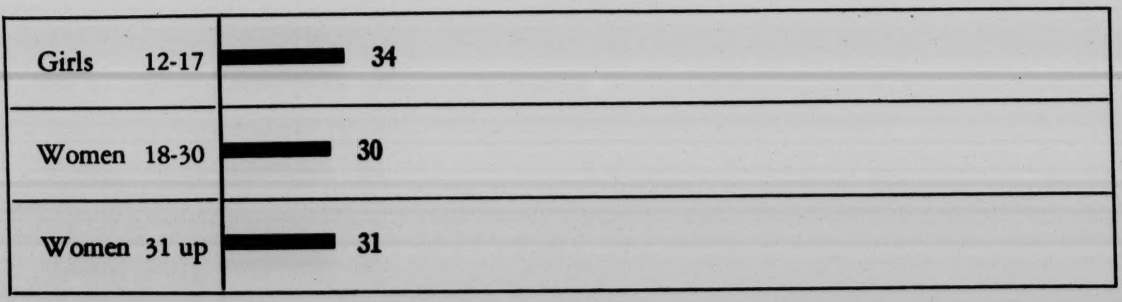
McCREA, Joel

Player's Rating By Groups

April, 1940

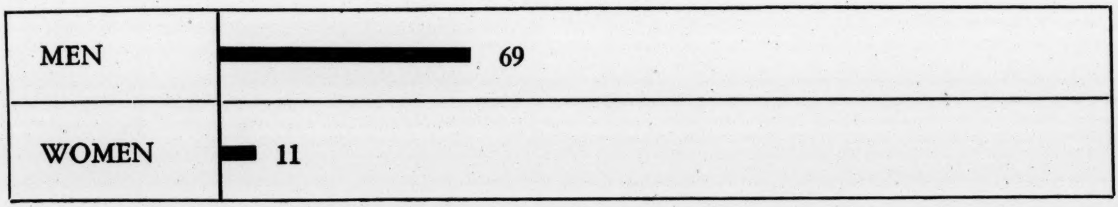


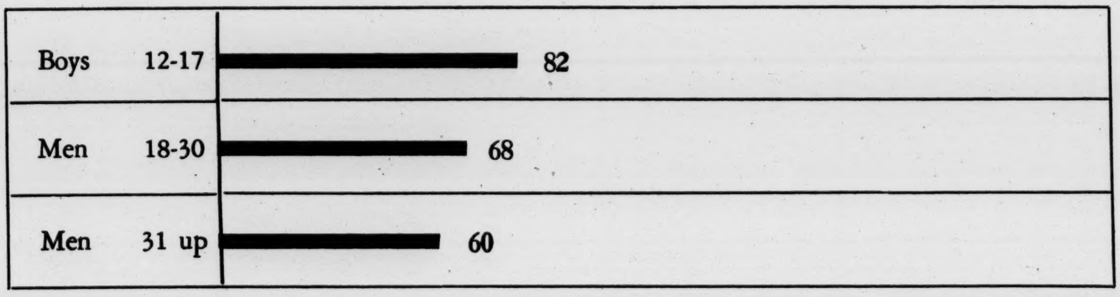


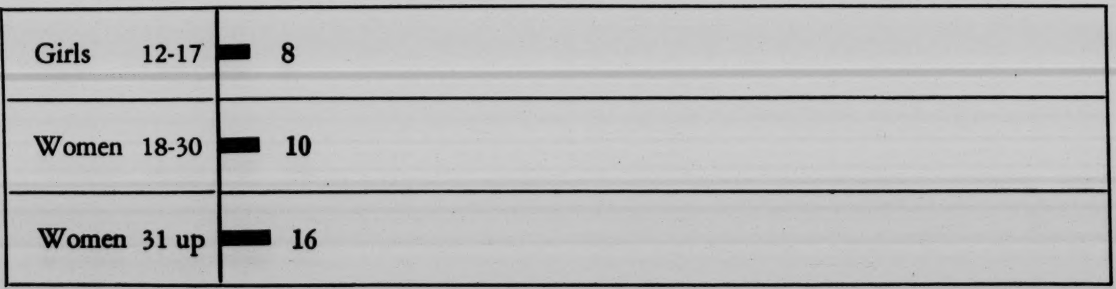


Player's Rating By Groups

April, 1940



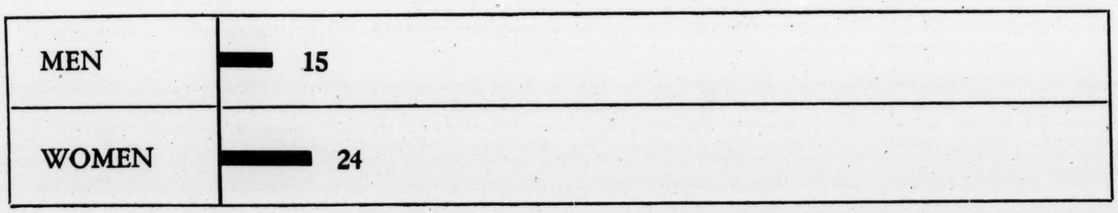


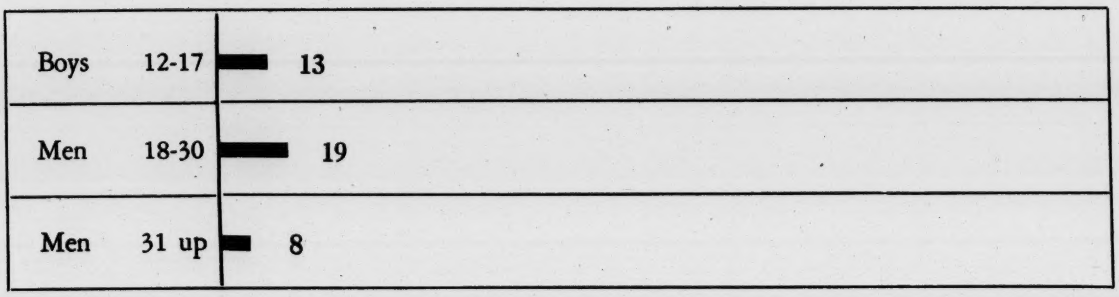


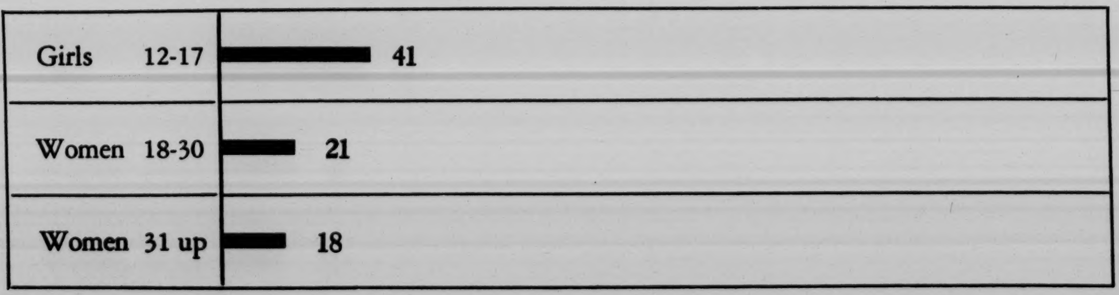
MILLAND, Ray

Player's Rating By Groups

April, 1940



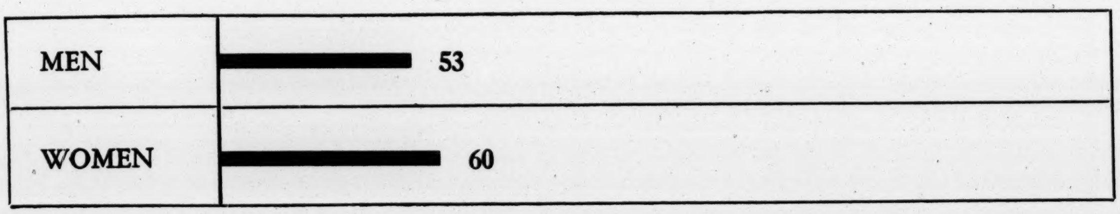


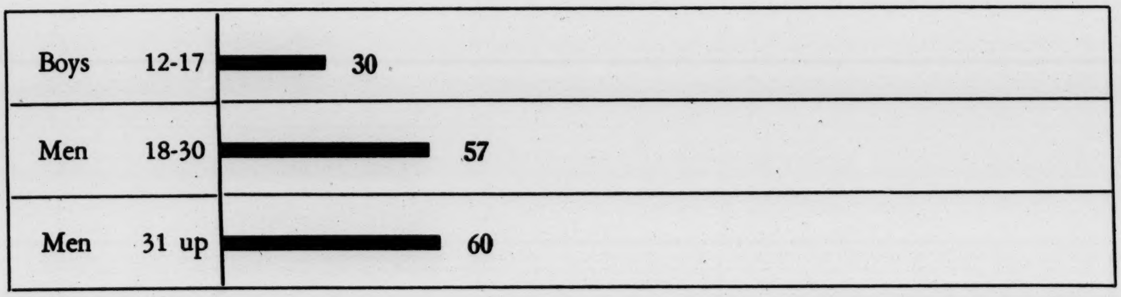


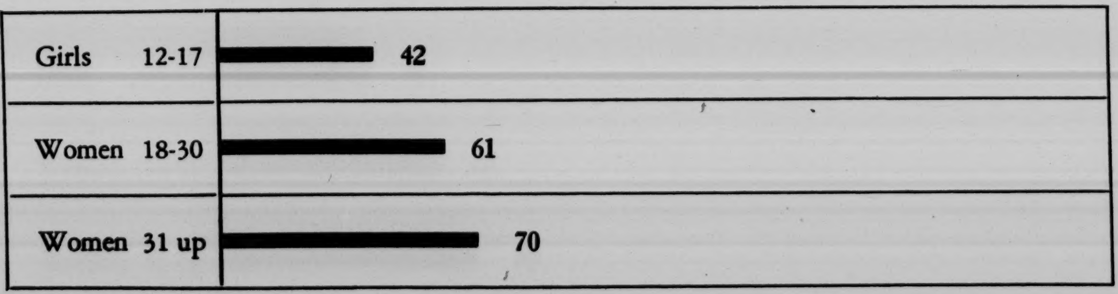
MONTGOMERY, Robert

Player's Rating By Groups

April, 1940

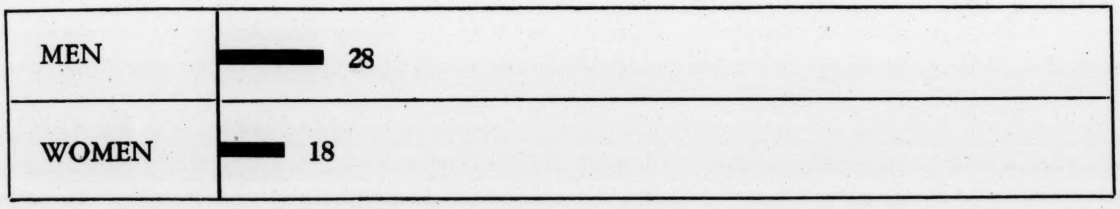


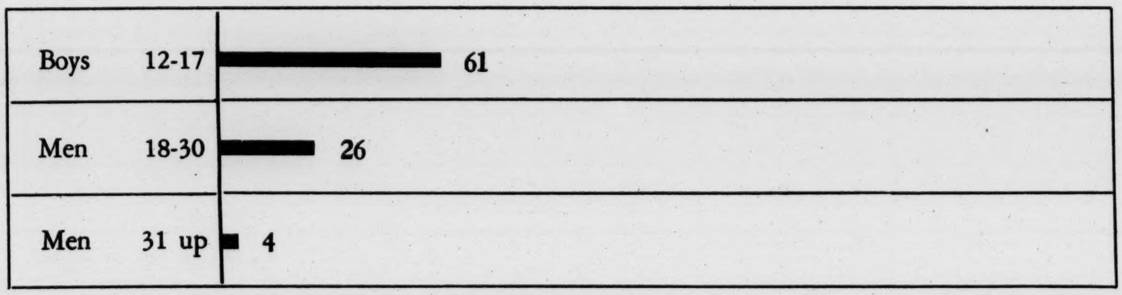


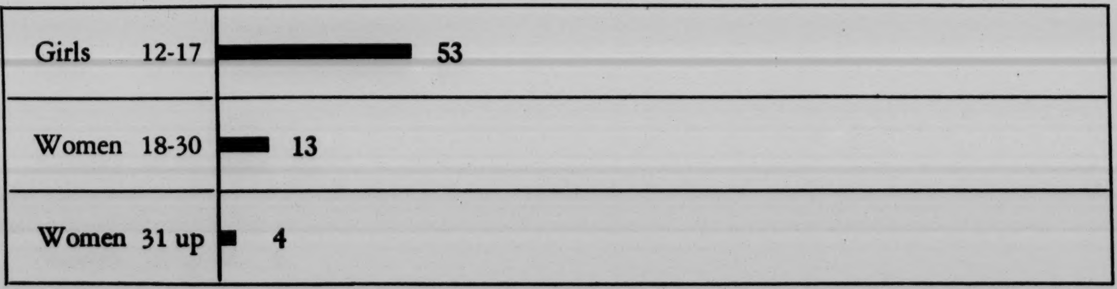


Player's Rating By Groups

April, 1940

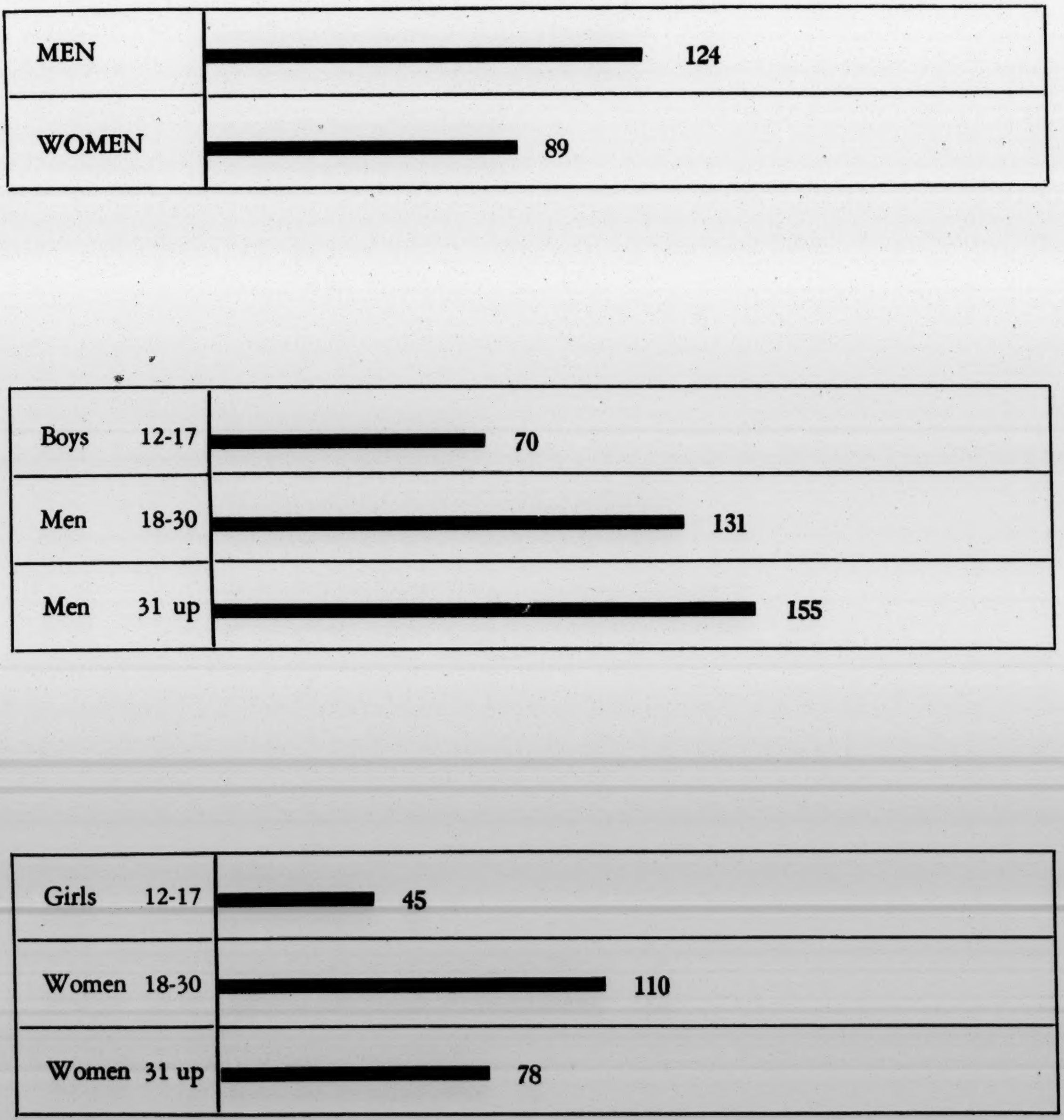






Player's Rating By Groups

April, 1940



NEAGLE, Anna

Player's Rating By Groups

April, 1940

MEN	9
WOMEN	8

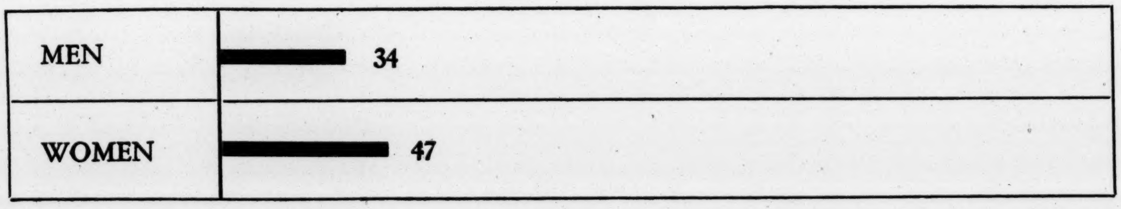
Boys	12-17	9
Men	18-30	9
Men	31 up	9

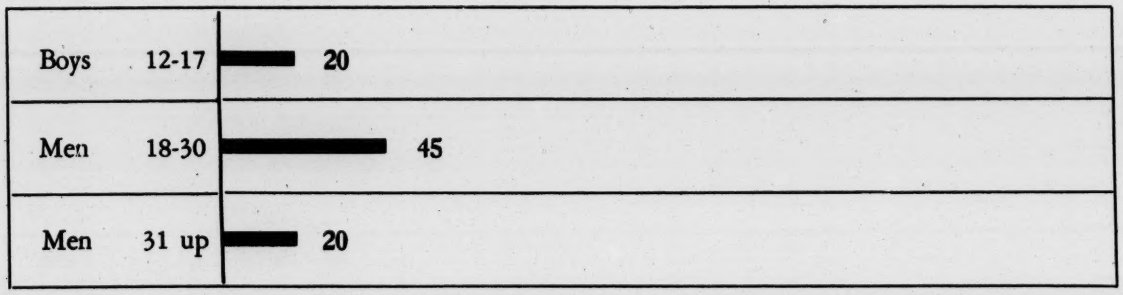
Girls	12-17	5
Women	18-30	9
Women	31 up	9

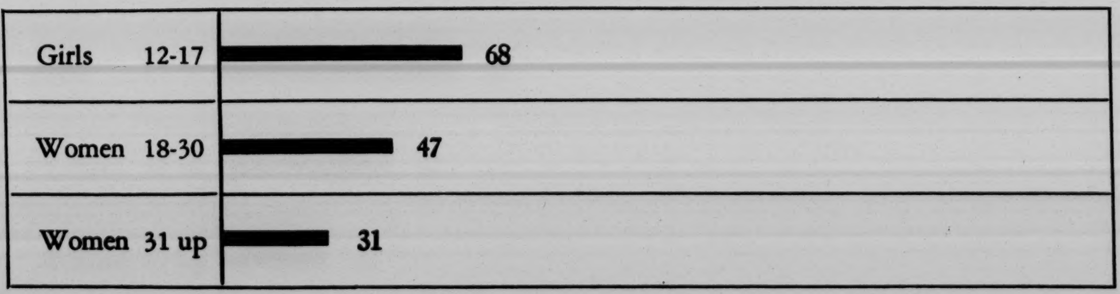
NIVEN, David

Player's Rating By Groups

April, 1940



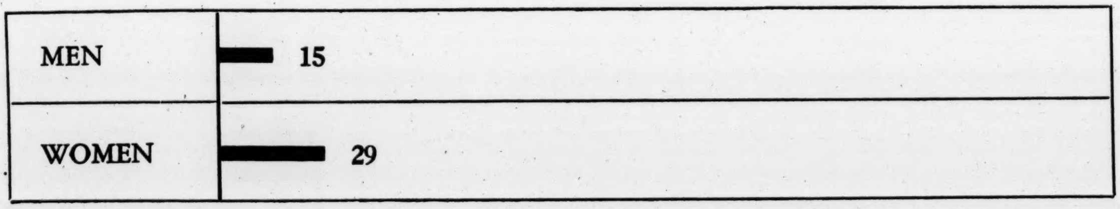


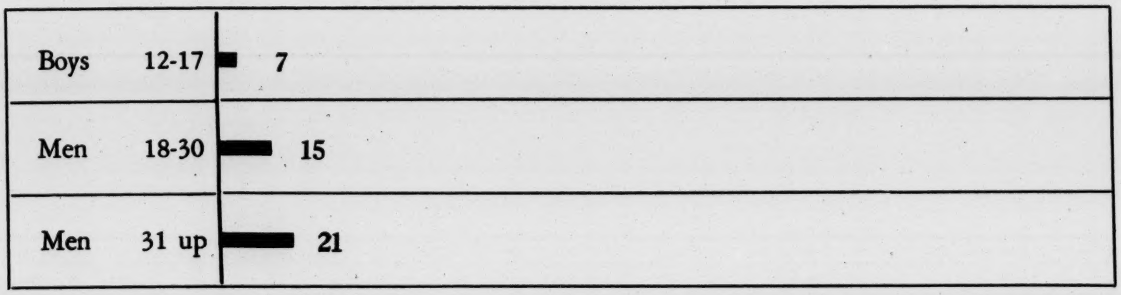


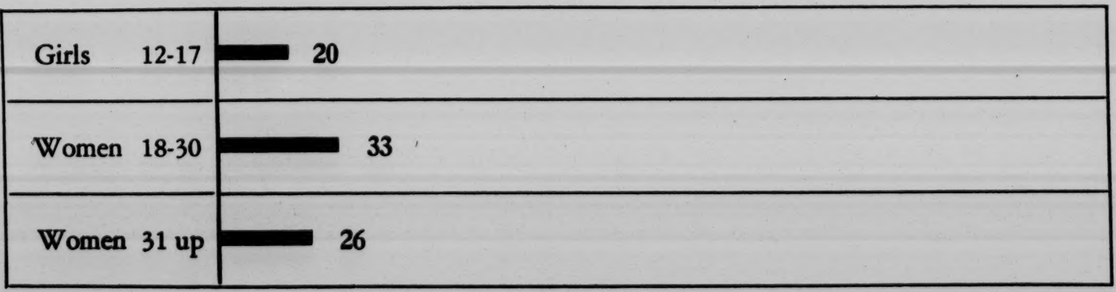
OBERON, Merle

Player's Rating By Groups

April, 1940



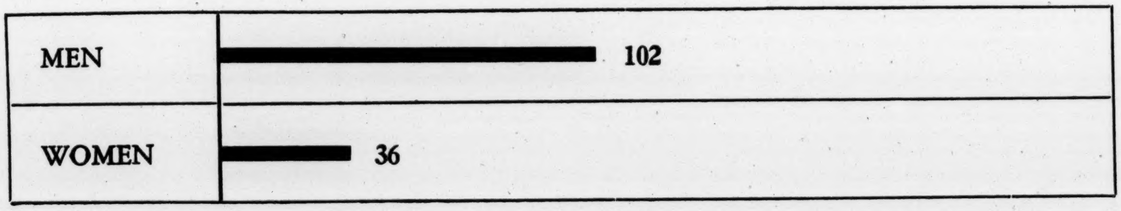


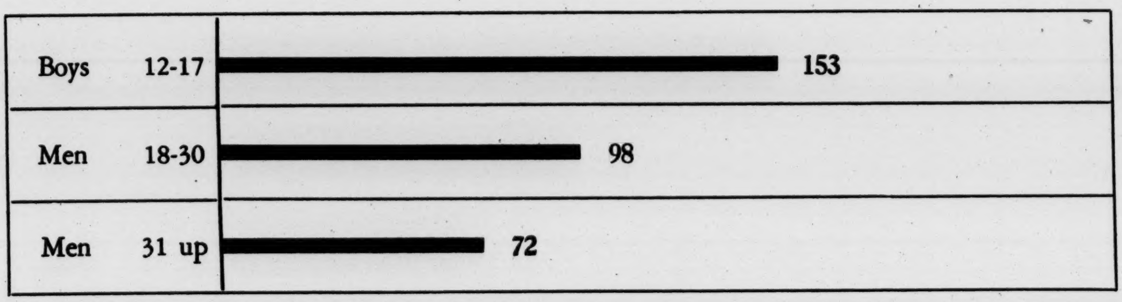


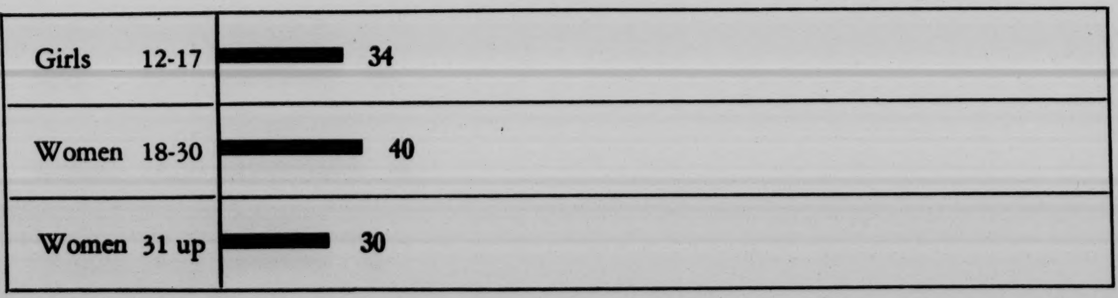
O'BRIEN, Pat

Player's Rating By Groups

April, 1940



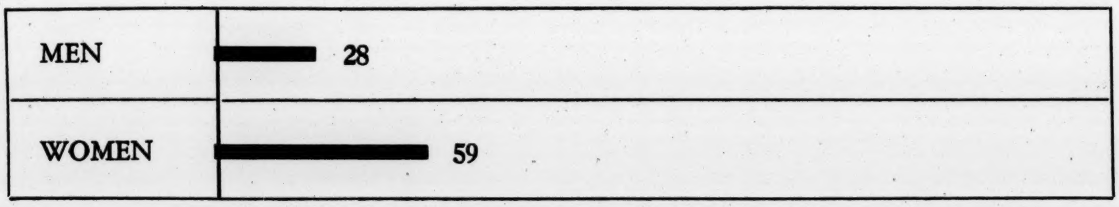


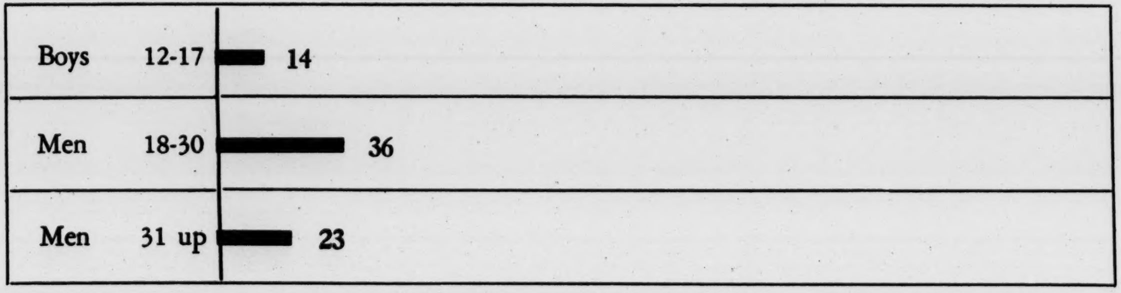


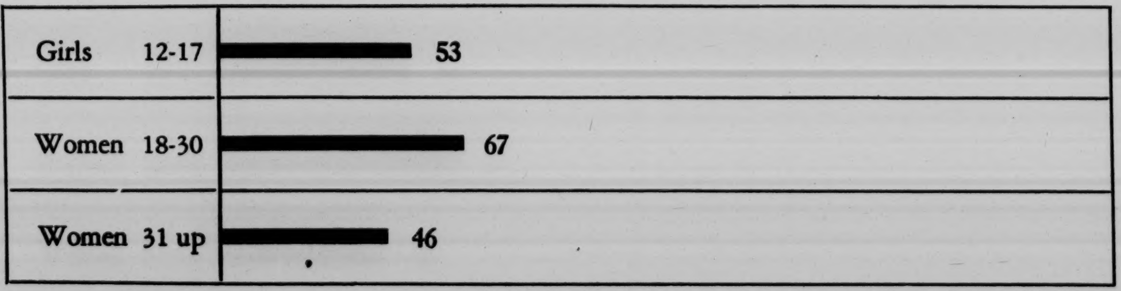
OLIVIER, Laurence

Player's Rating By Groups

April, 1940



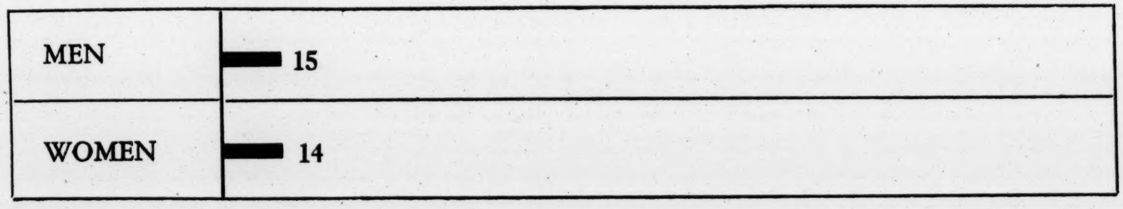


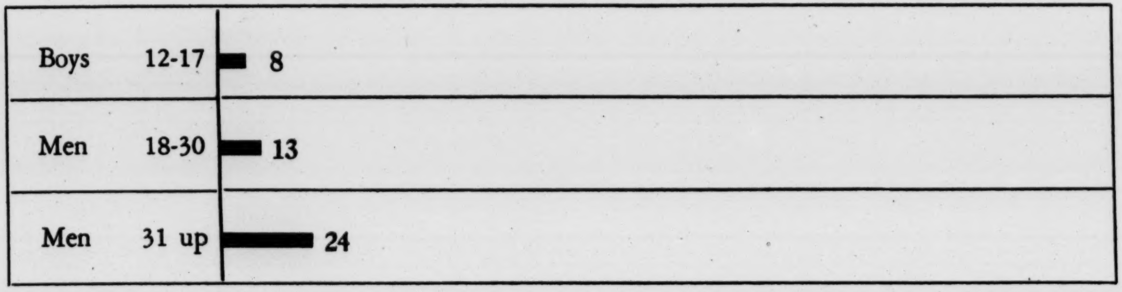


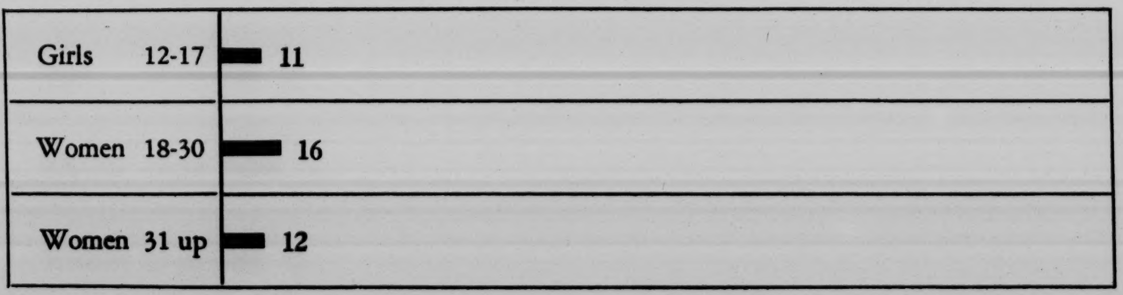
O'SULLIVAN, Maureen

Player's Rating By Groups

April, 1940

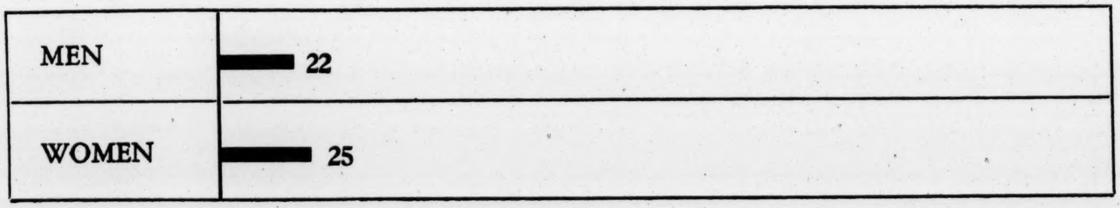


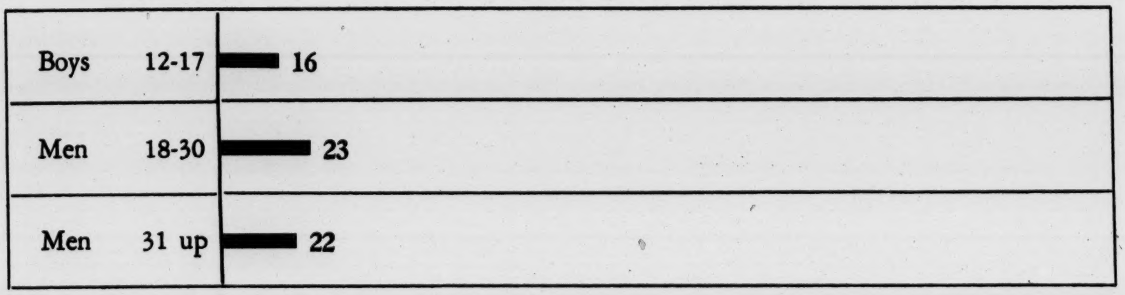


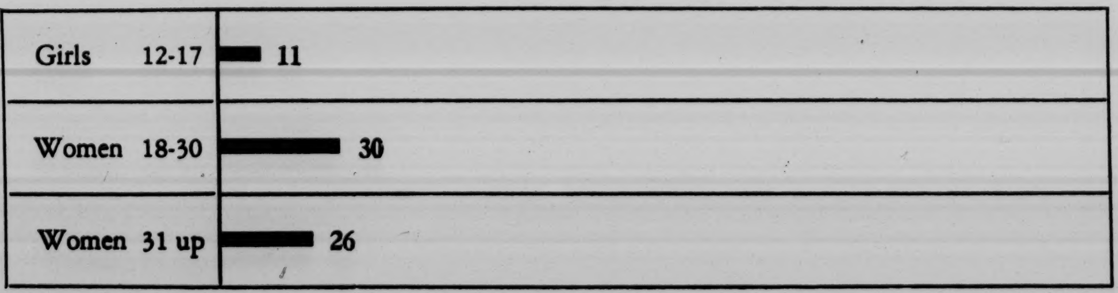


Player's Rating By Groups

April, 1940



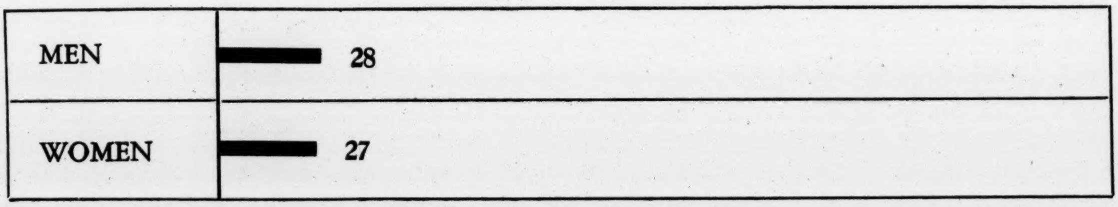


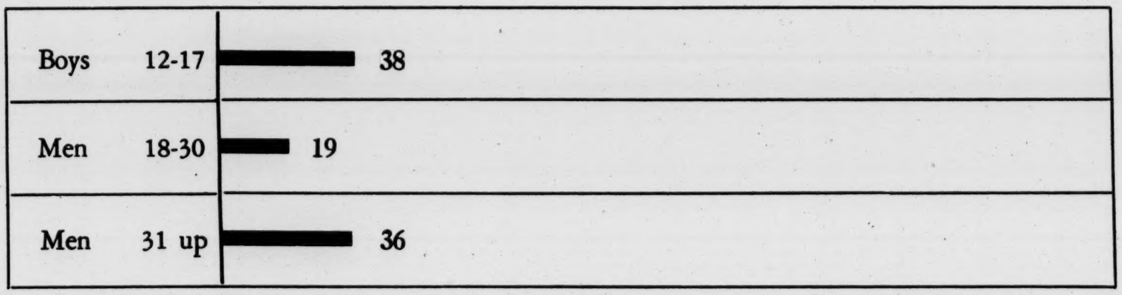


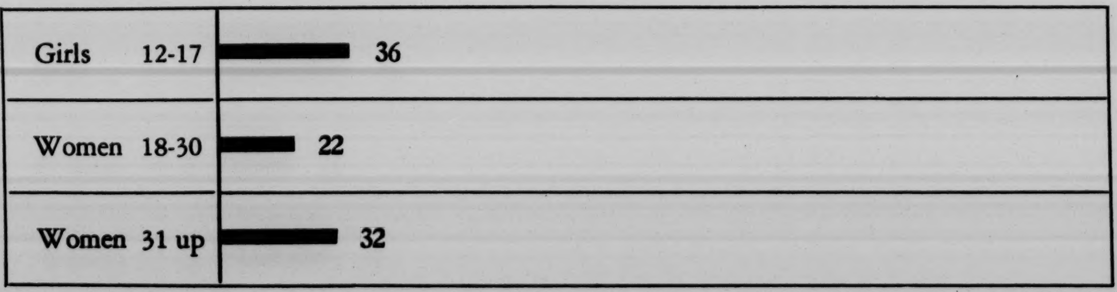
POWELL, Dick

Player's Rating By Groups

April, 1940

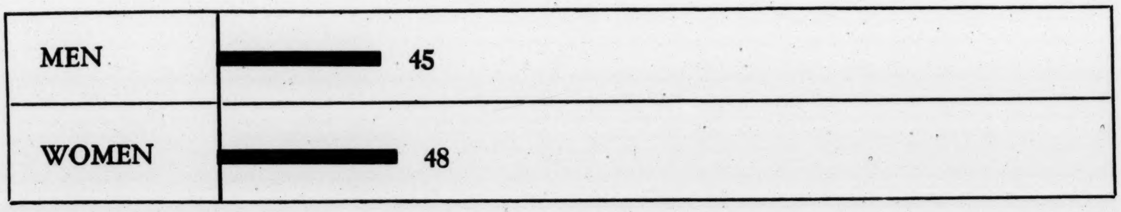


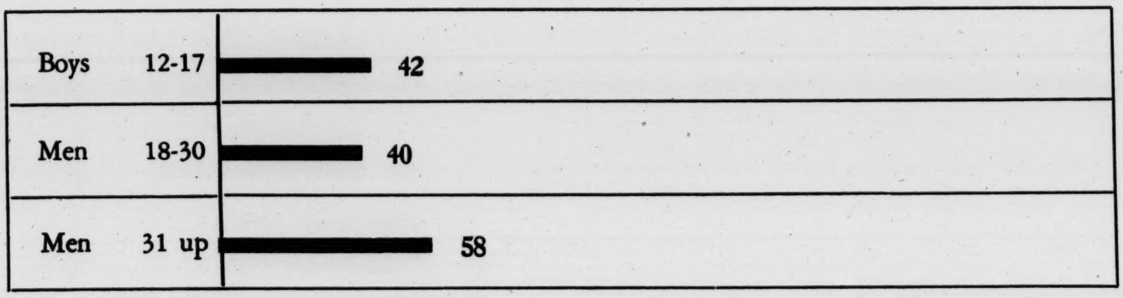


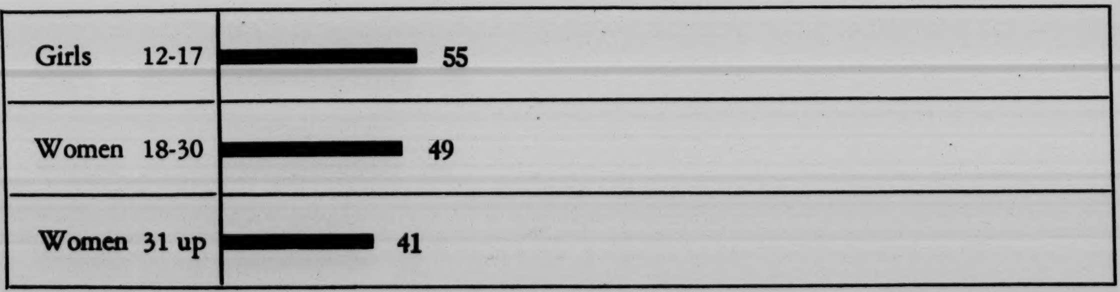


Player's Rating By Groups

April, 1940



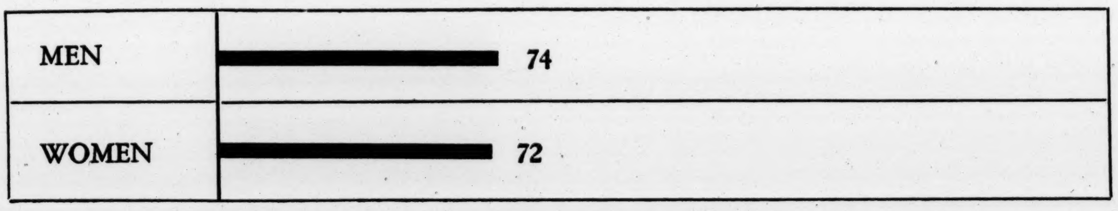


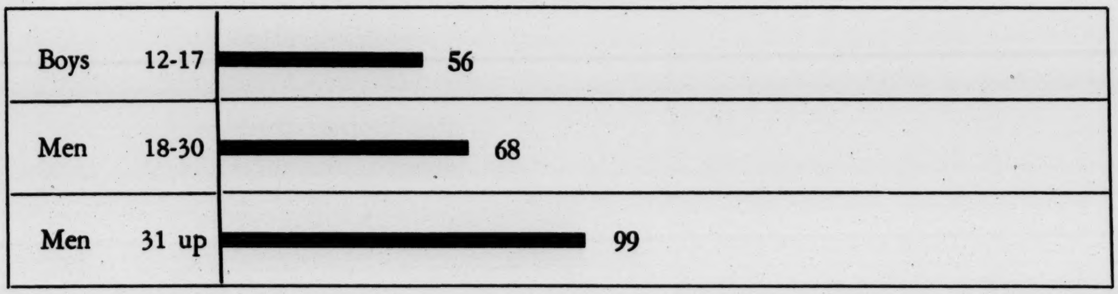


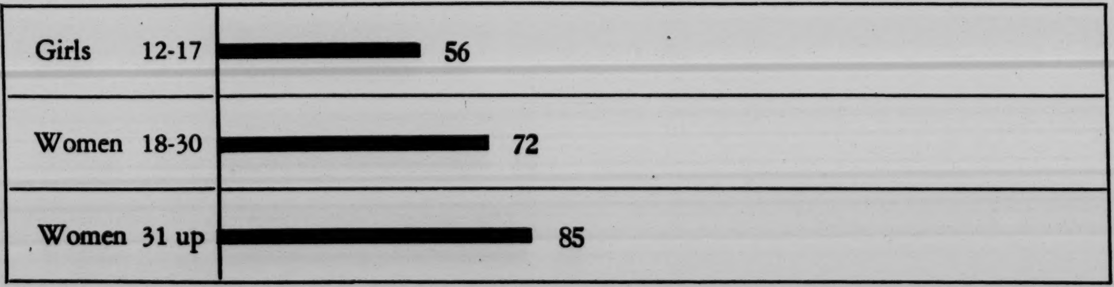
POWELL, William

Player's Rating By Groups

April, 1940

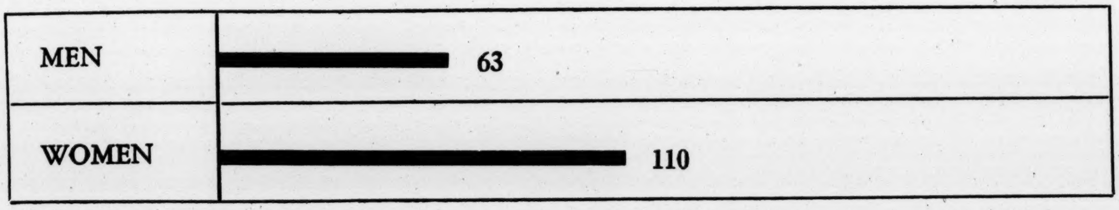


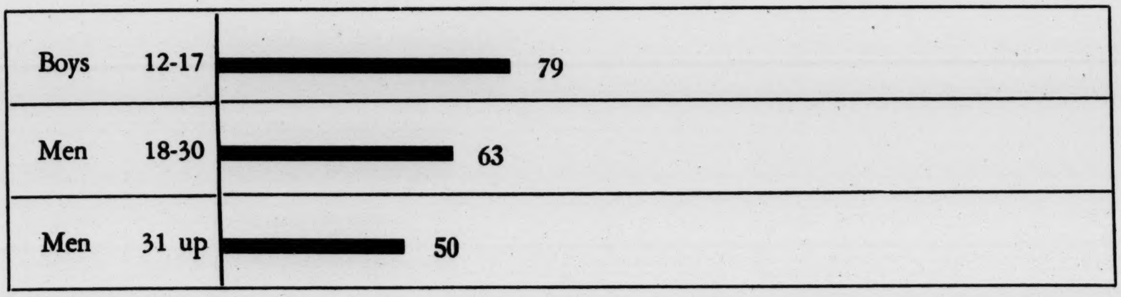


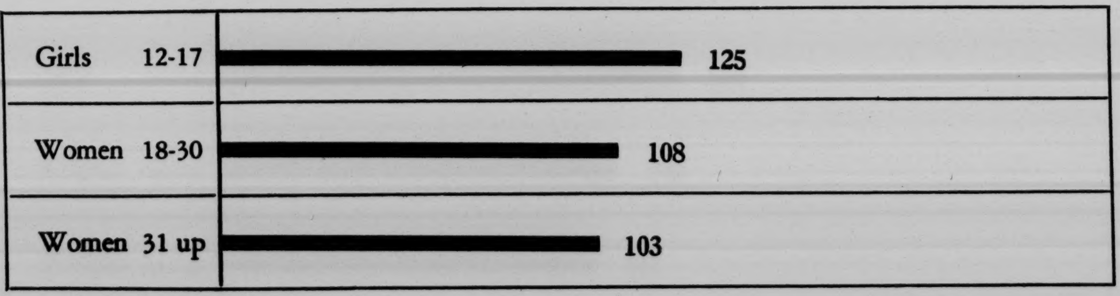


Player's Rating By Groups

April, 1940



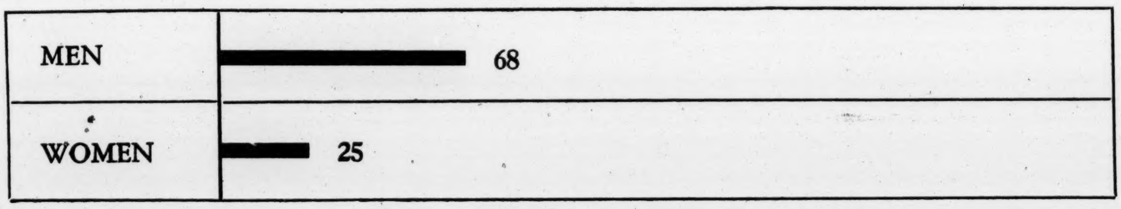


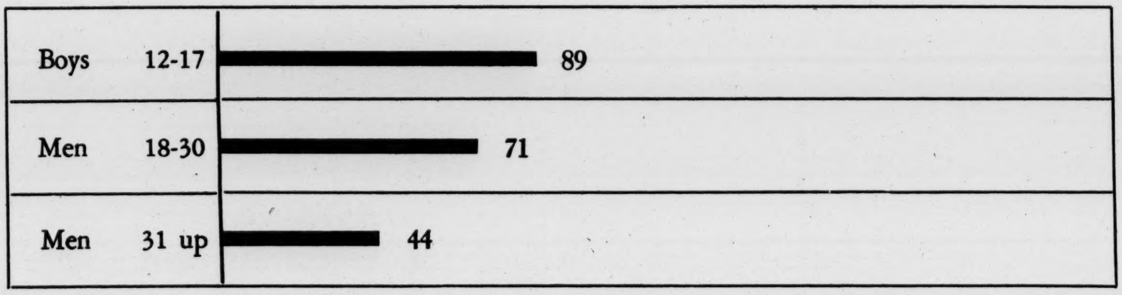


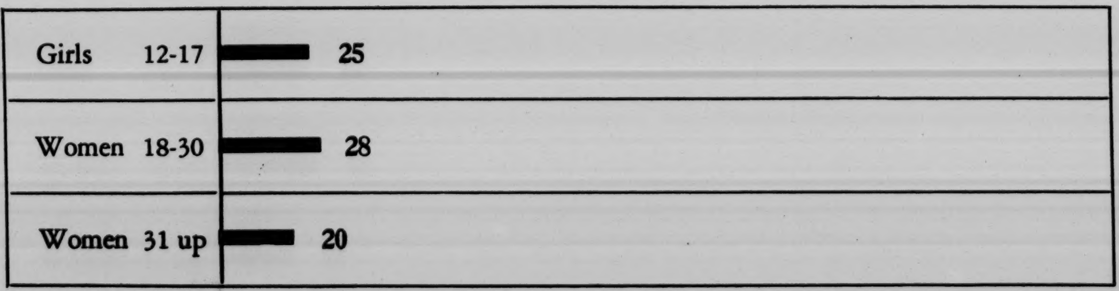
RAFT, George

Player's Rating By Groups

April, 1940

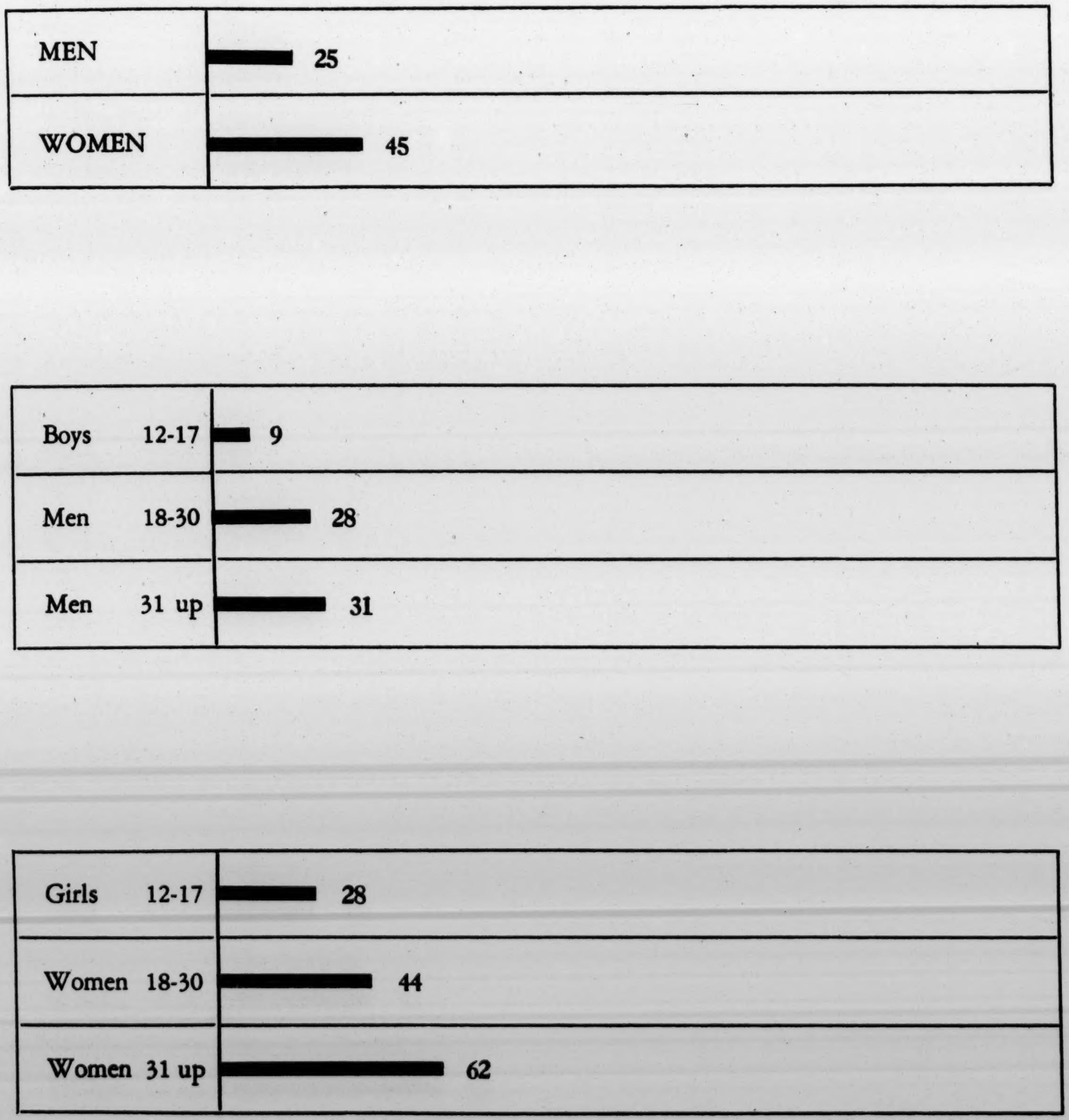






Player's Rating By Groups

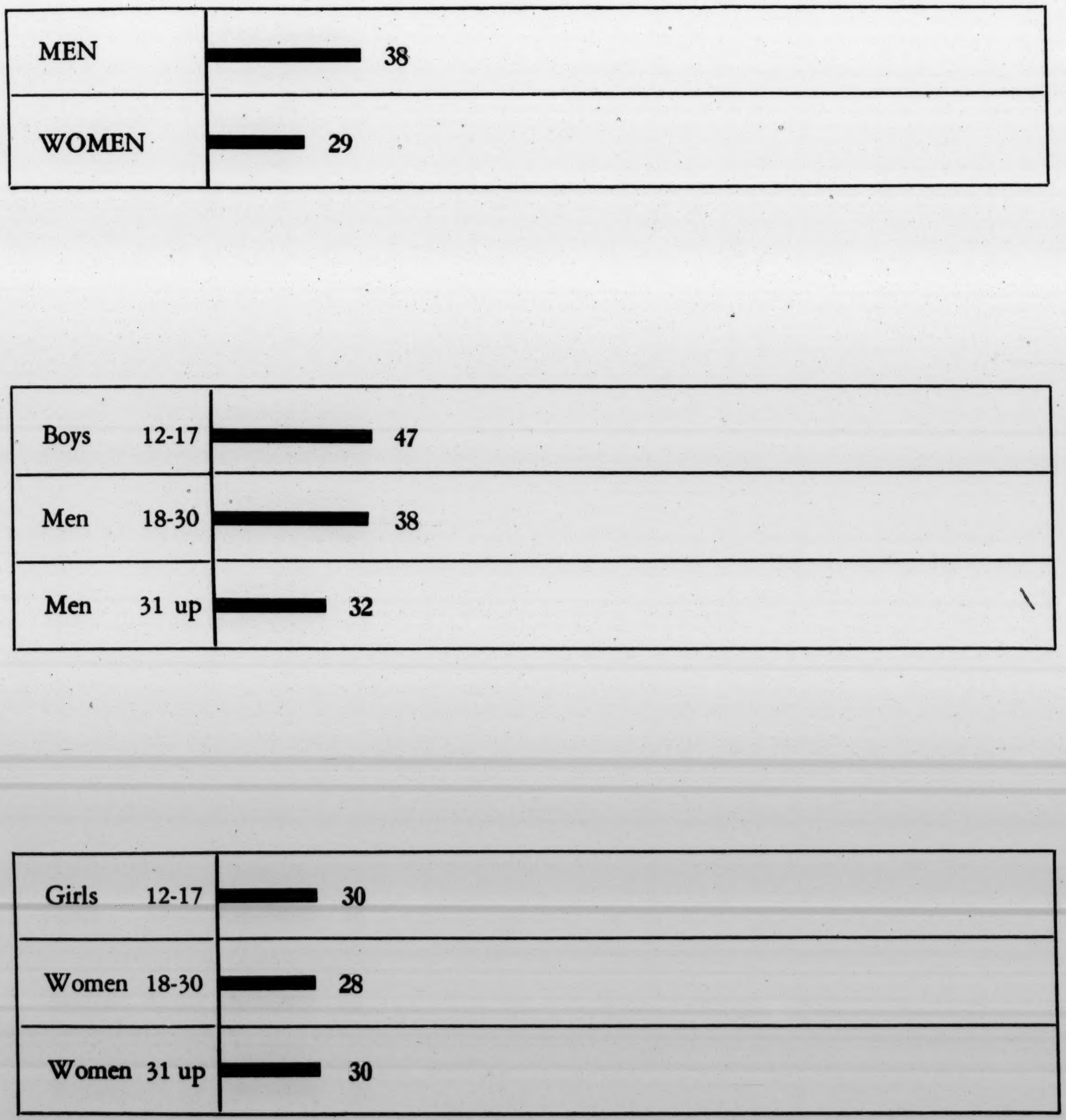
April, 1940



RATHBONE, Basil

Player's Rating By Groups

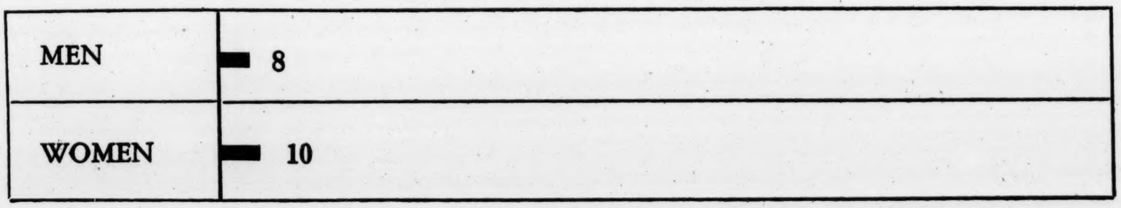
April, 1940

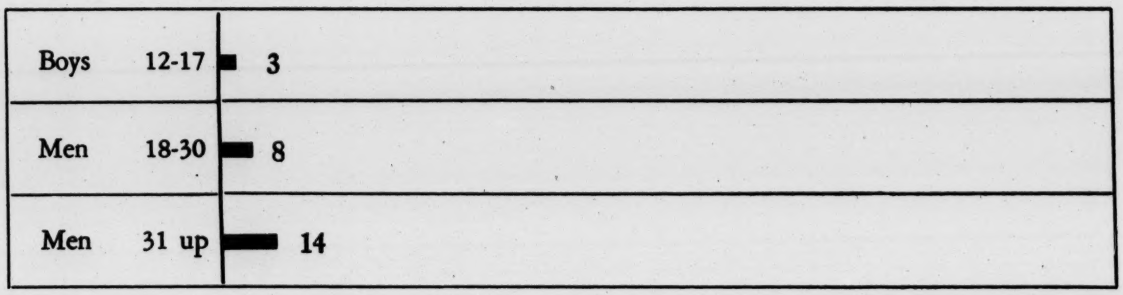


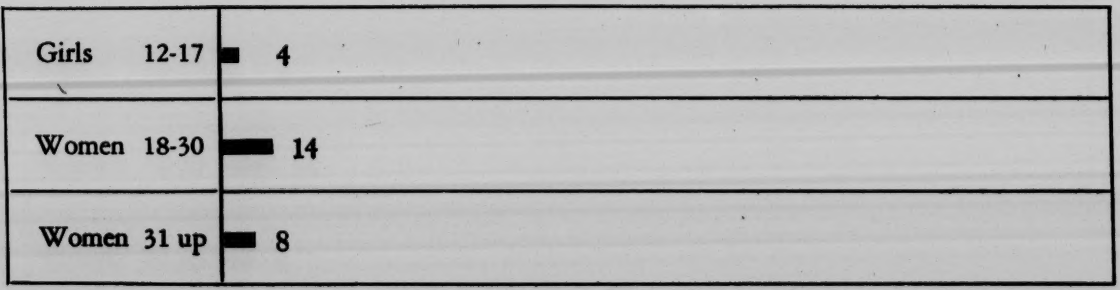
RAYMOND, Gene

Player's Rating By Groups

April, 1940

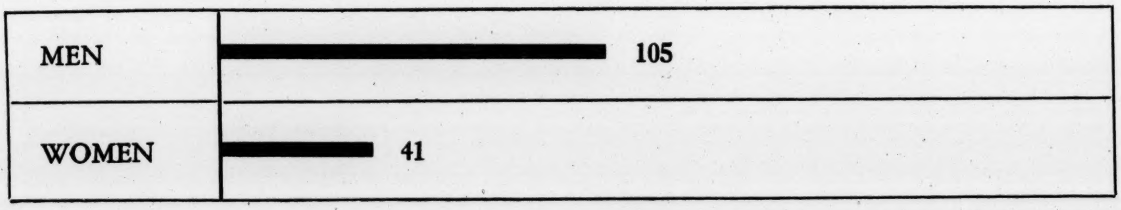


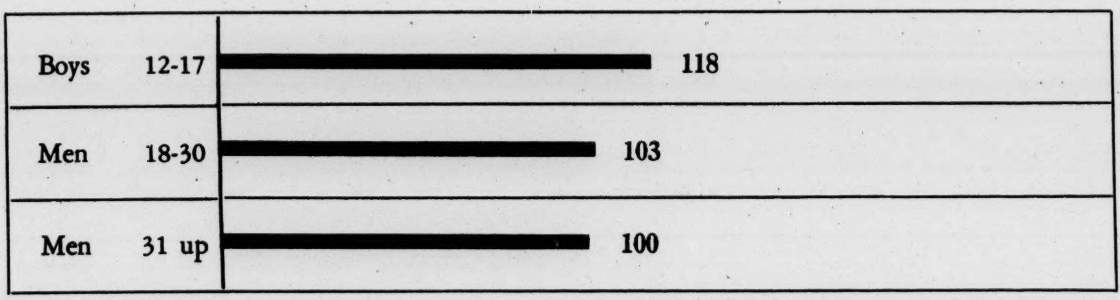


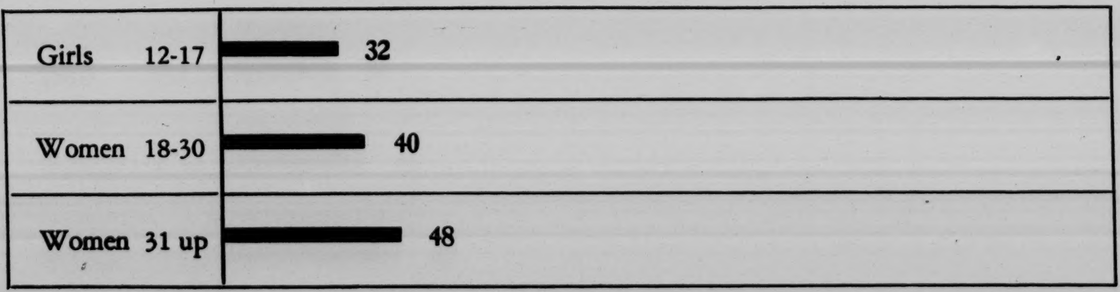


Player's Rating By Groups

April, 1940

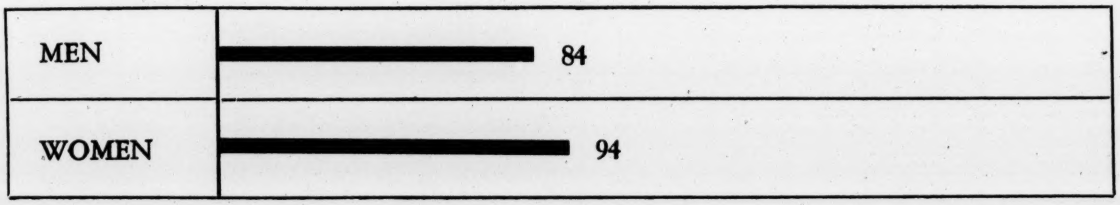


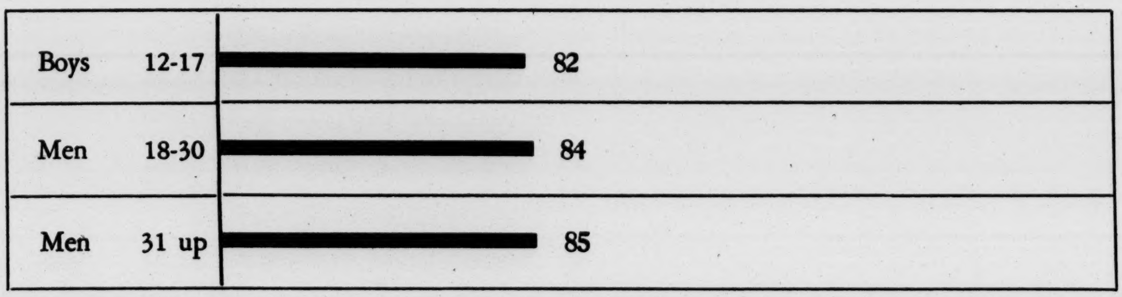


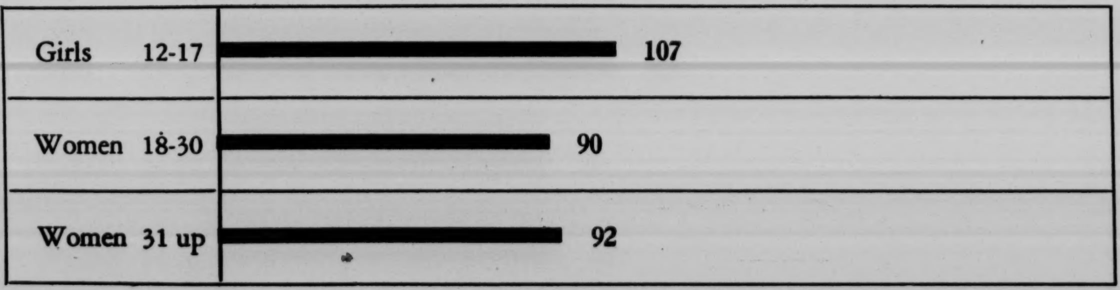


Player's Rating By Groups

April, 1940

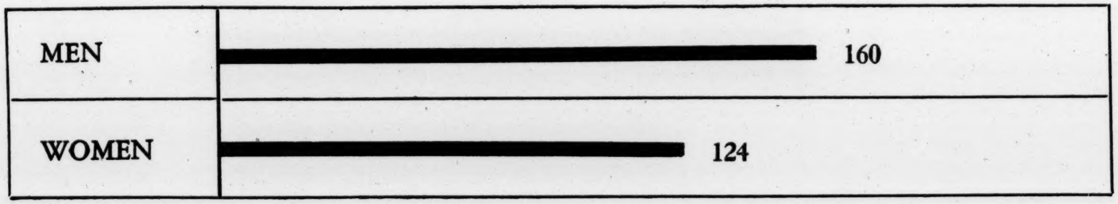


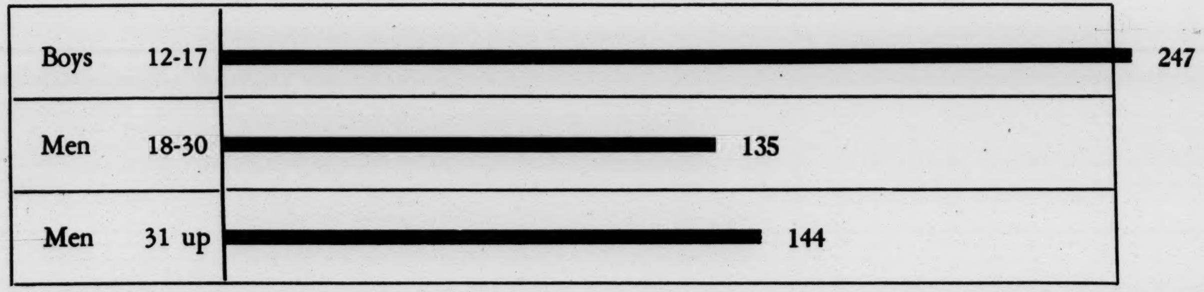


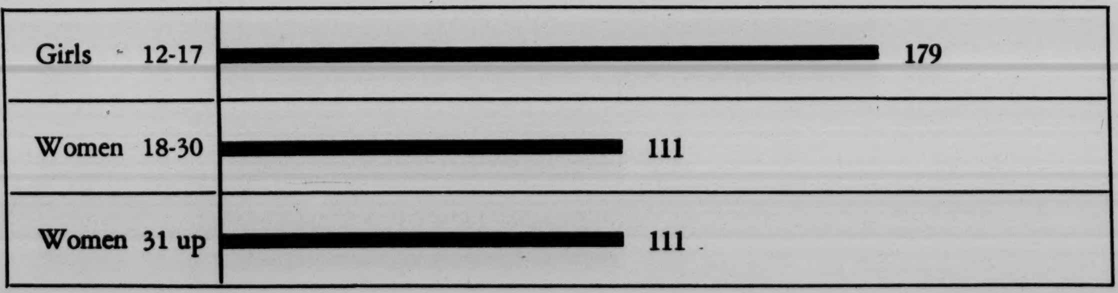


Player's Rating By Groups

April, 1940

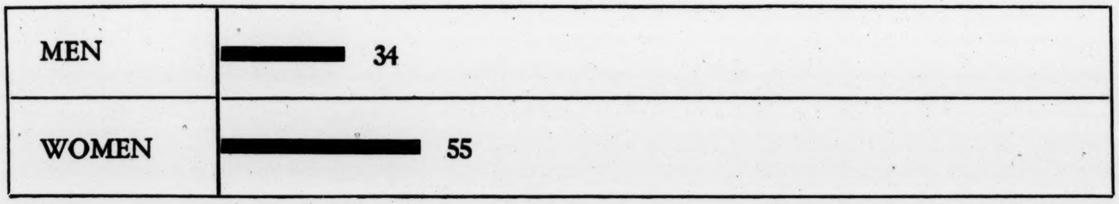


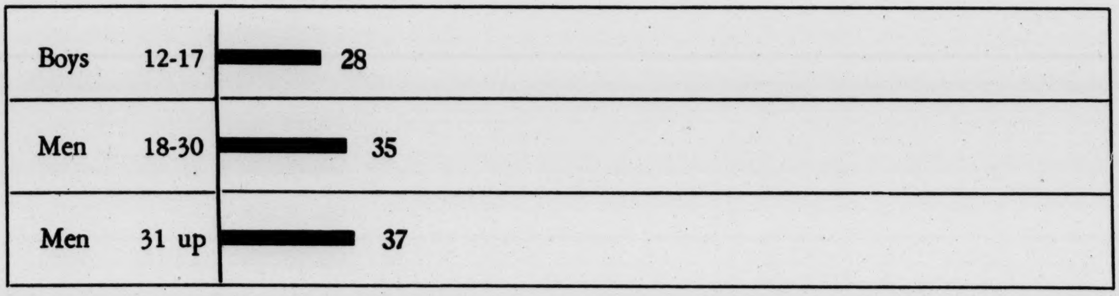


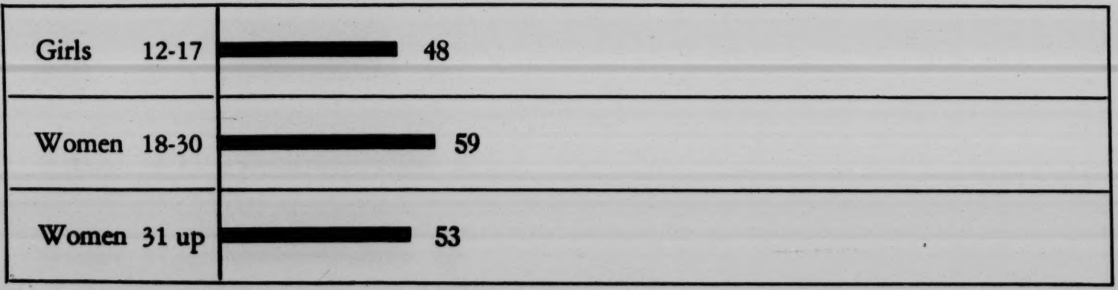


Player's Rating By Groups

April, 1940

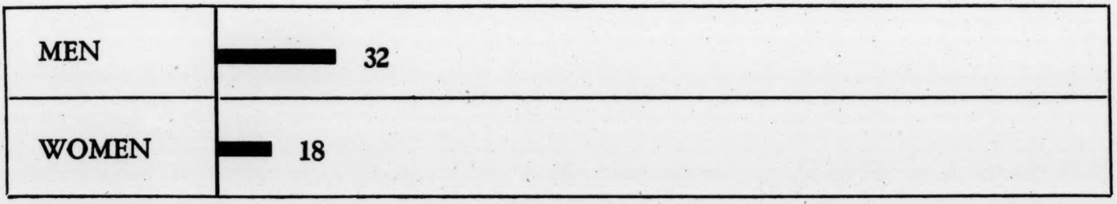


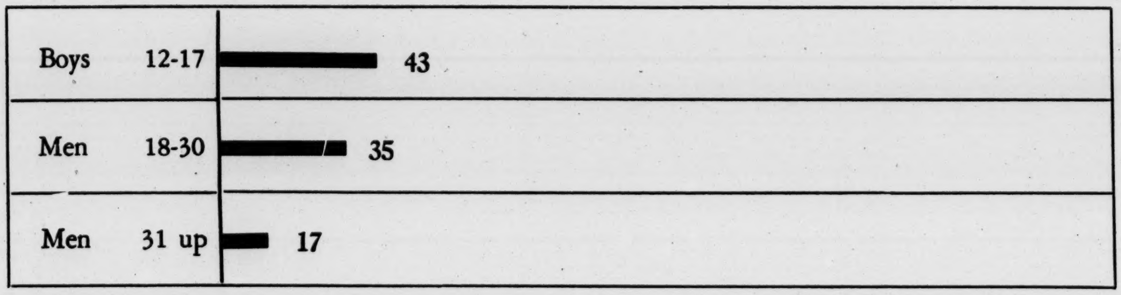


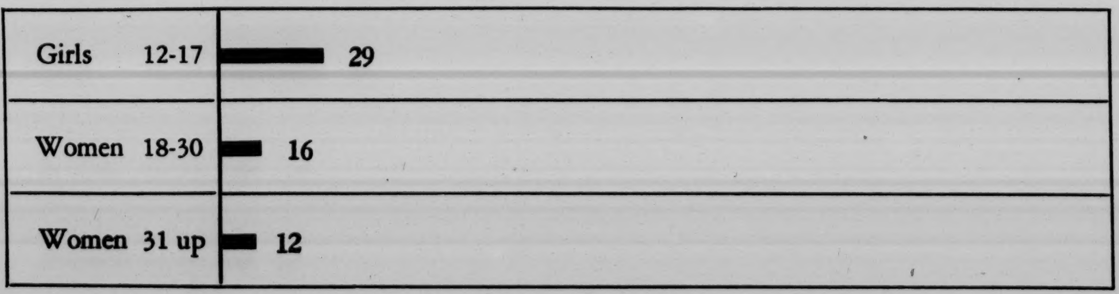


Player's Rating By Groups

April, 1940



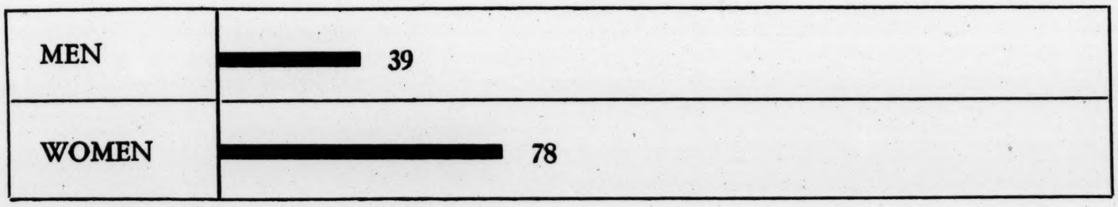


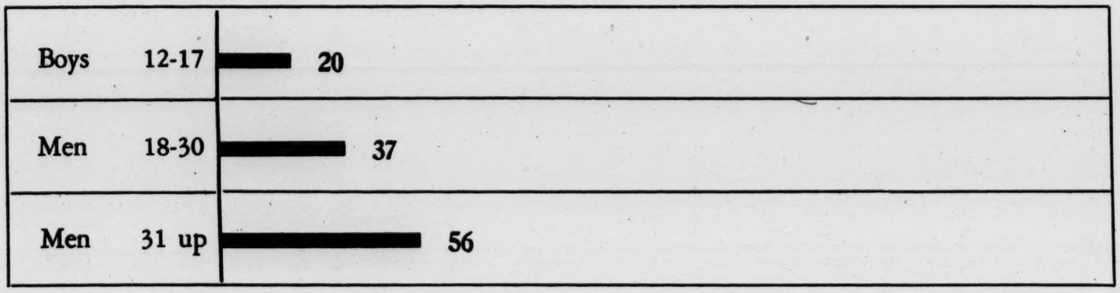


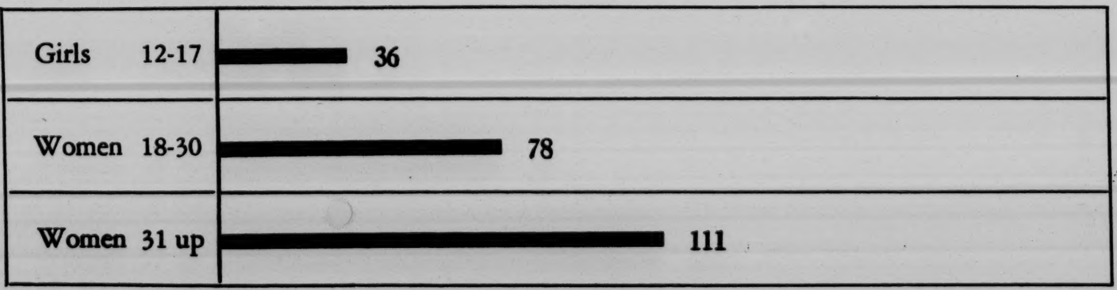
SHEARER, Norma

Player's Rating By Groups

April, 1940

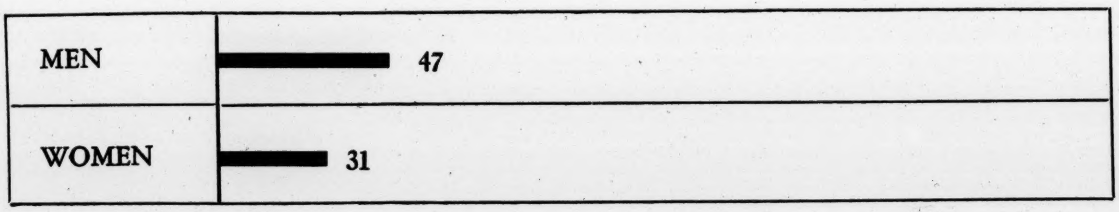


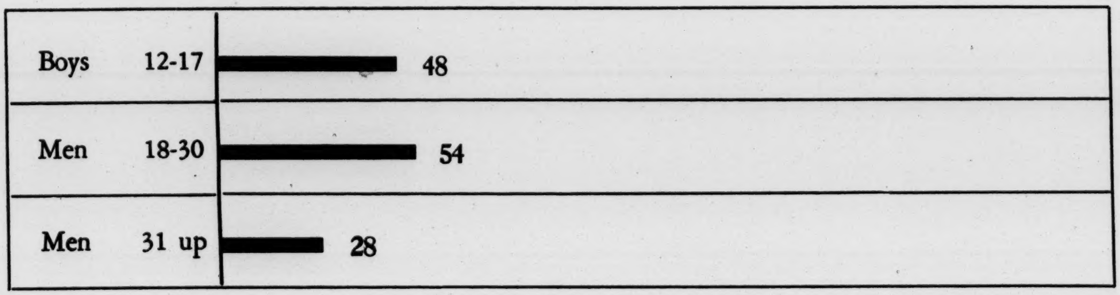


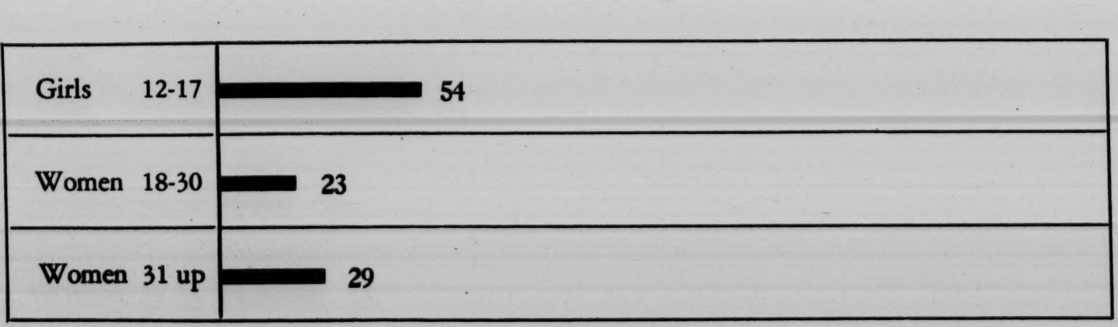


Player's Rating By Groups

April, 1940

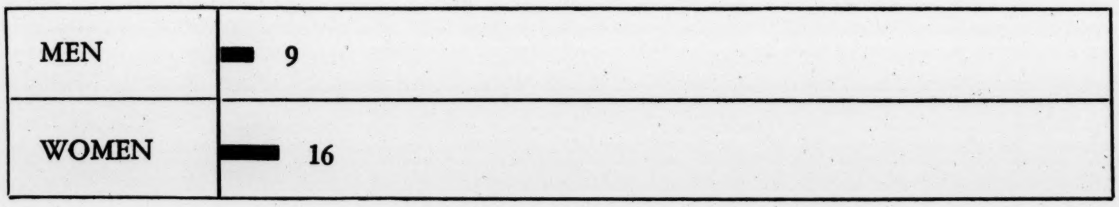


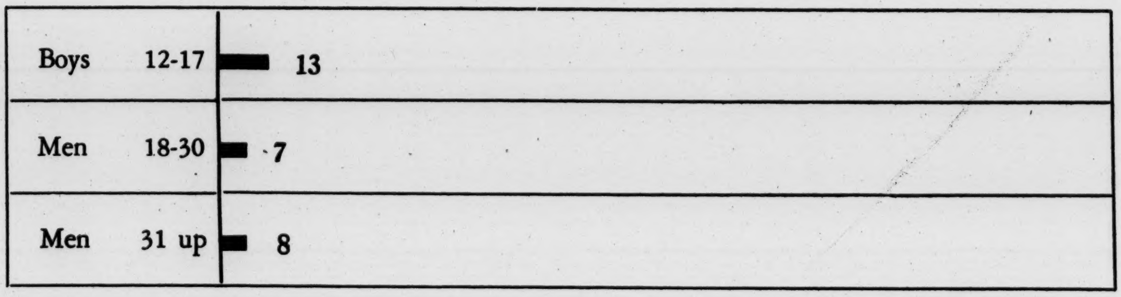


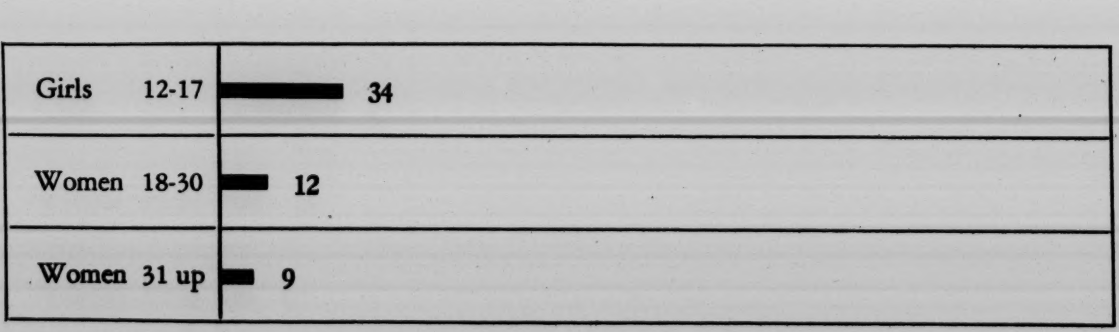


Player's Rating By Groups

April, 1940

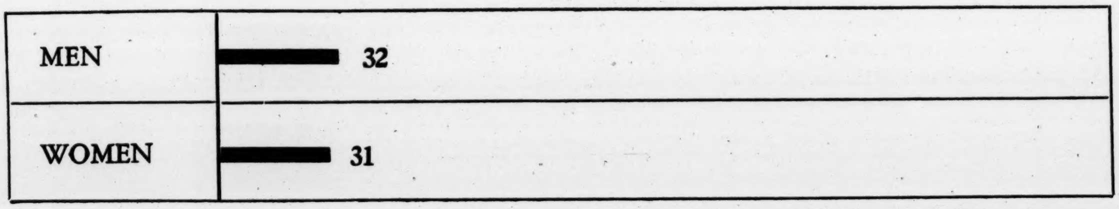


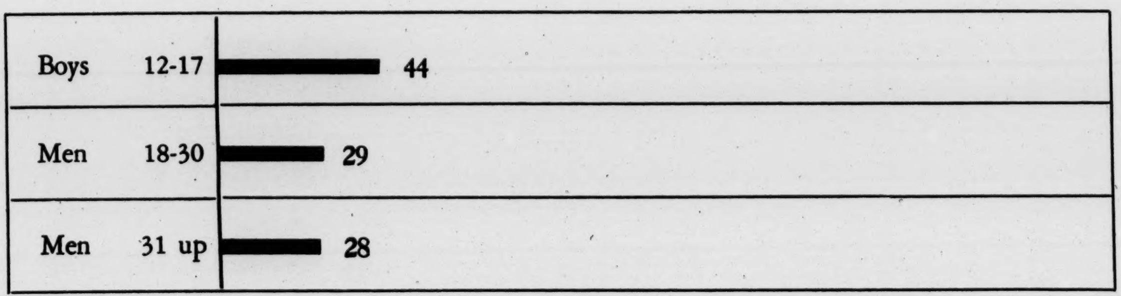


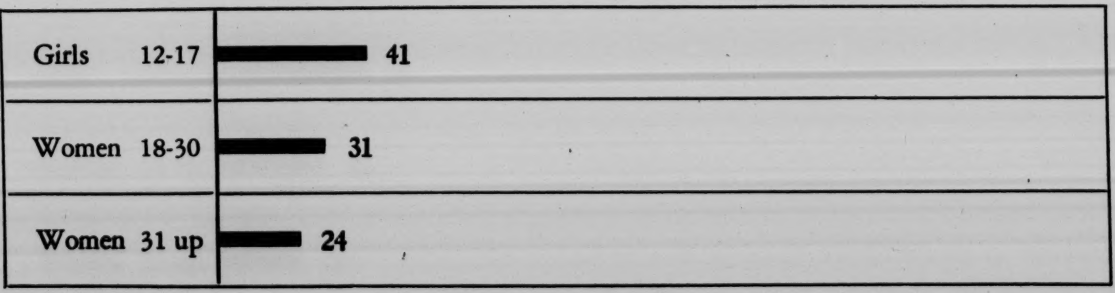


Player's Rating By Groups

April, 1940

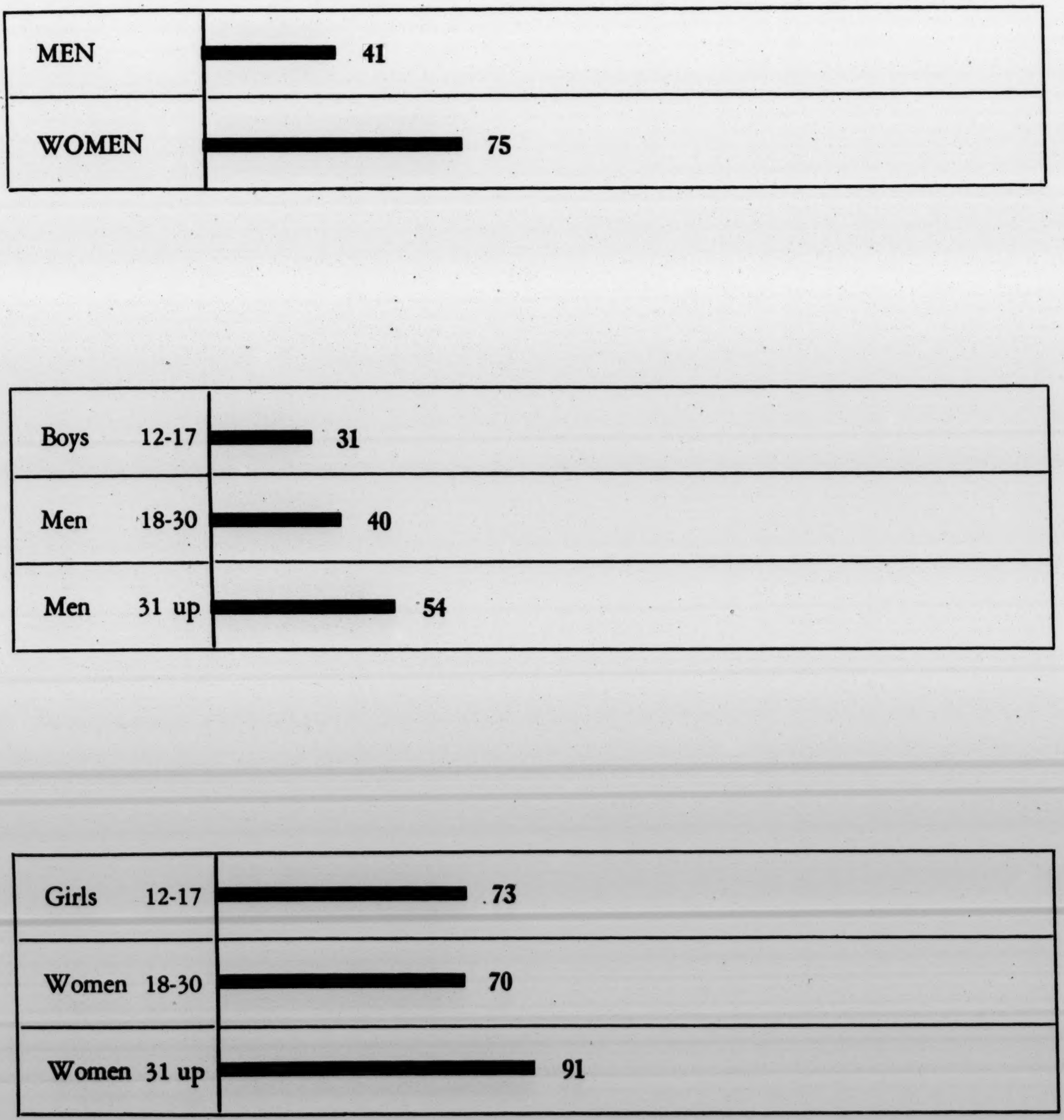






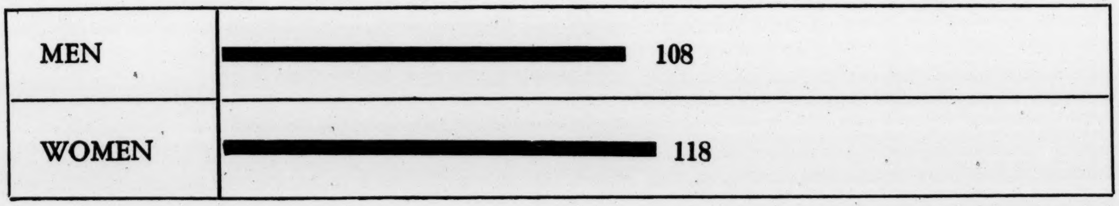
Player's Rating By Groups

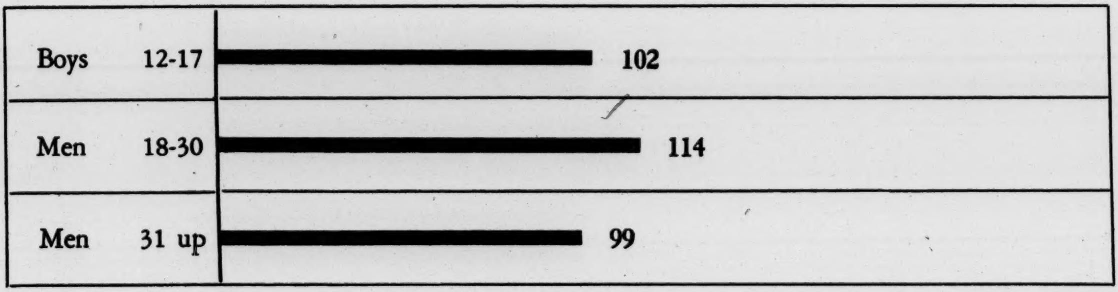
April, 1940

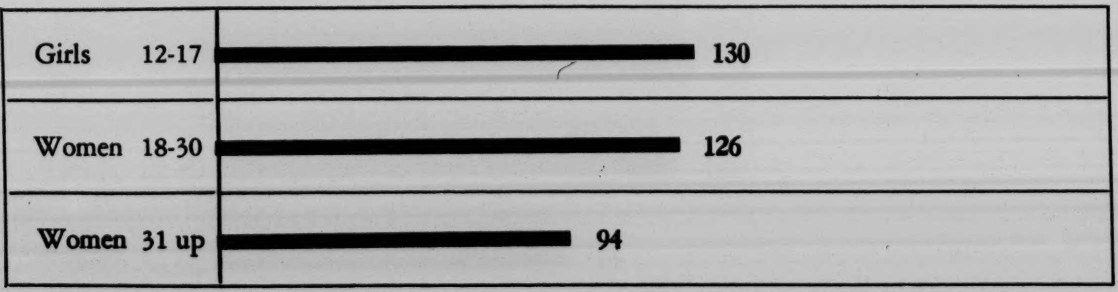


Player's Rating By Groups

April, 1940

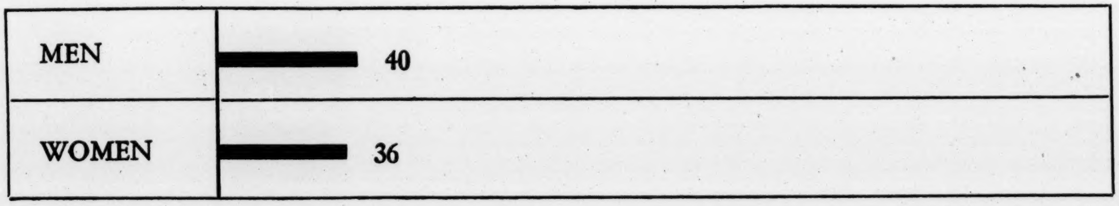


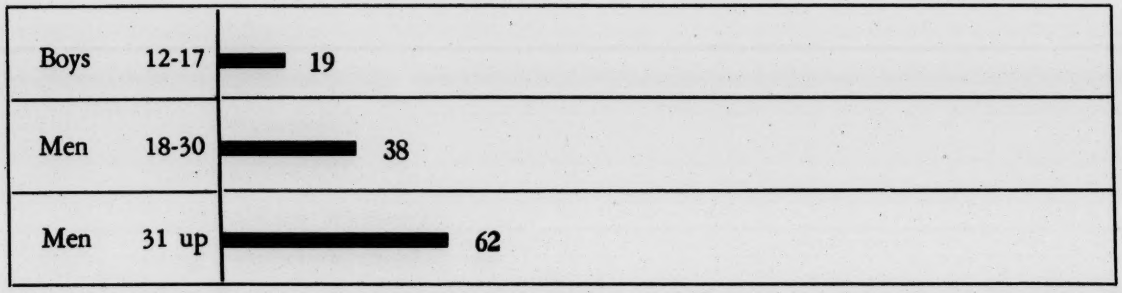


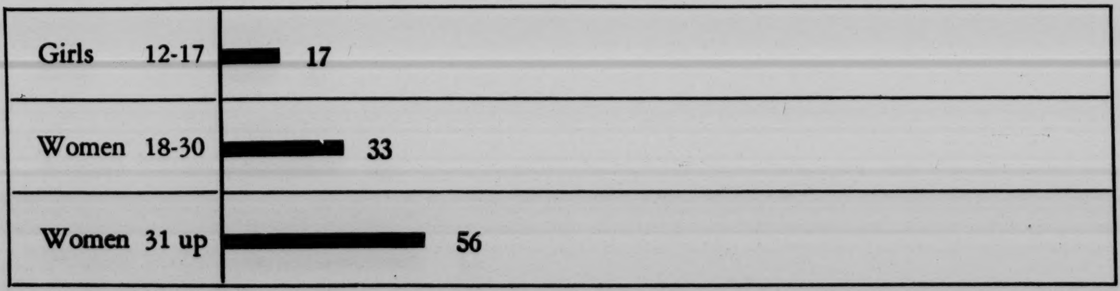


Player's Rating By Groups

April, 1940



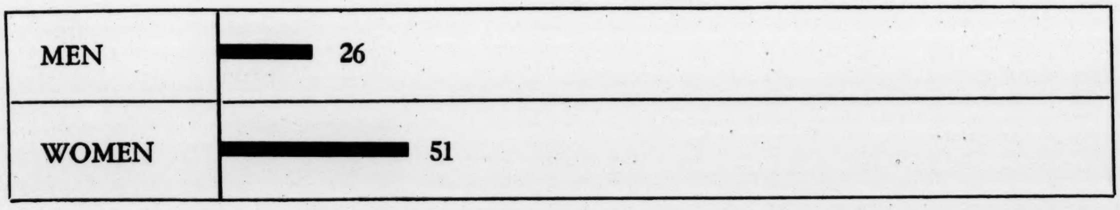


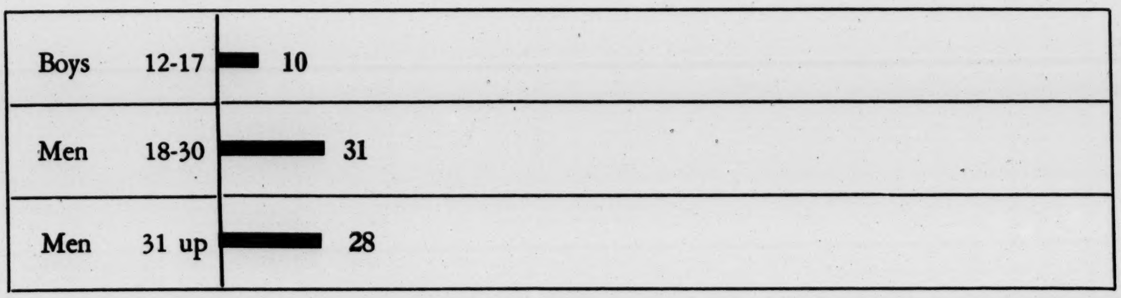


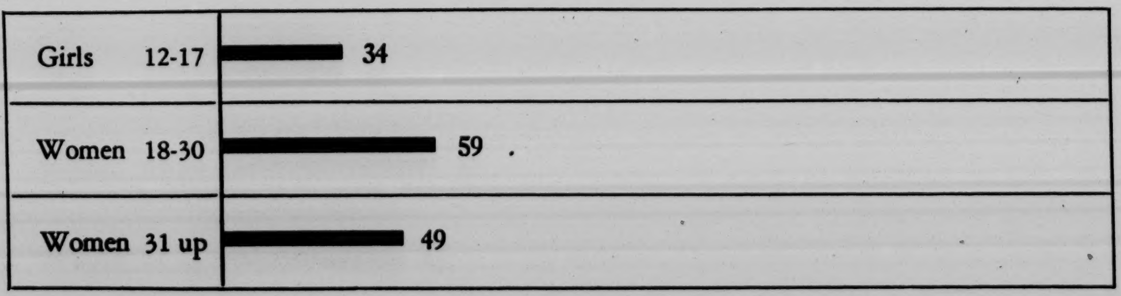
SULLAVAN, Margaret

Player's Rating By Groups

April, 1940

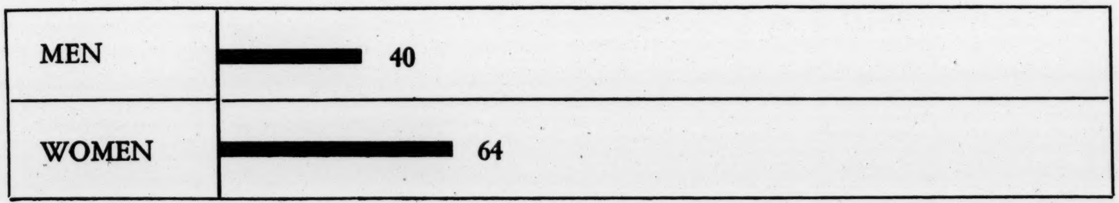


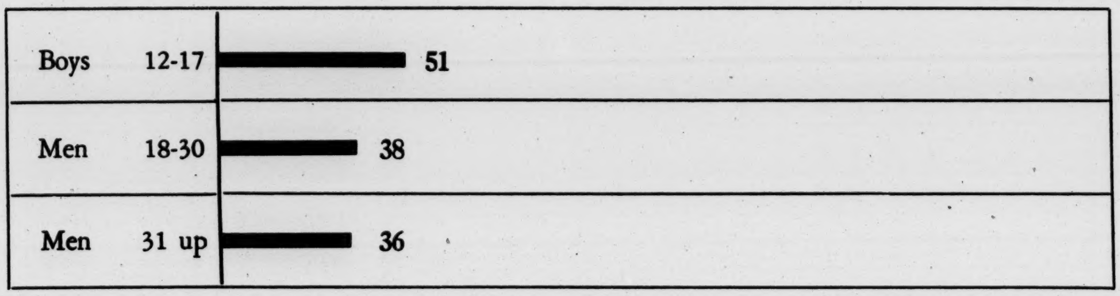


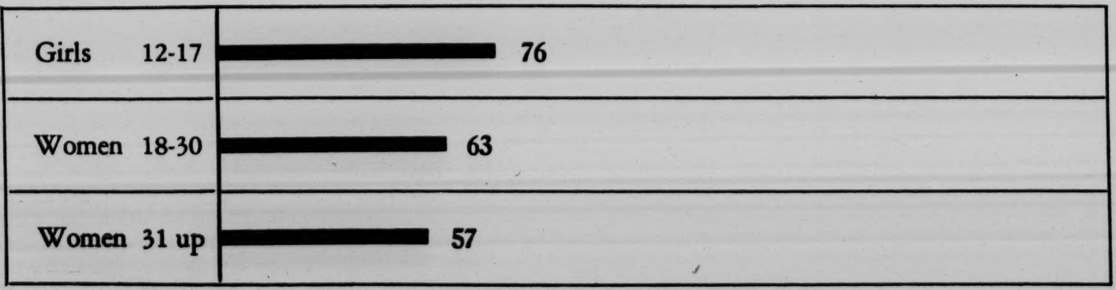


Player's Rating By Groups

April, 1940



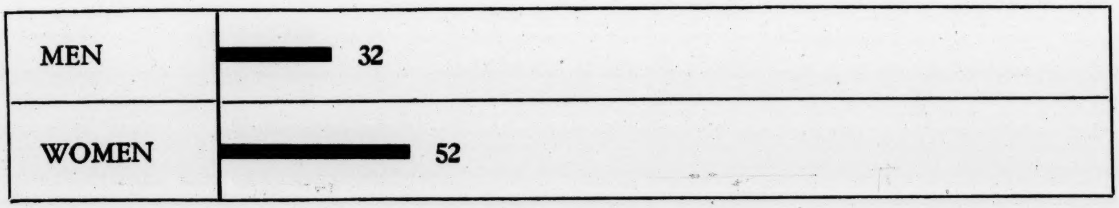


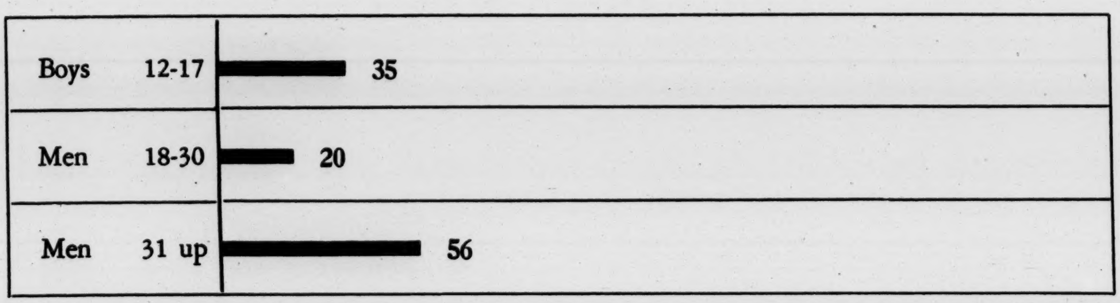


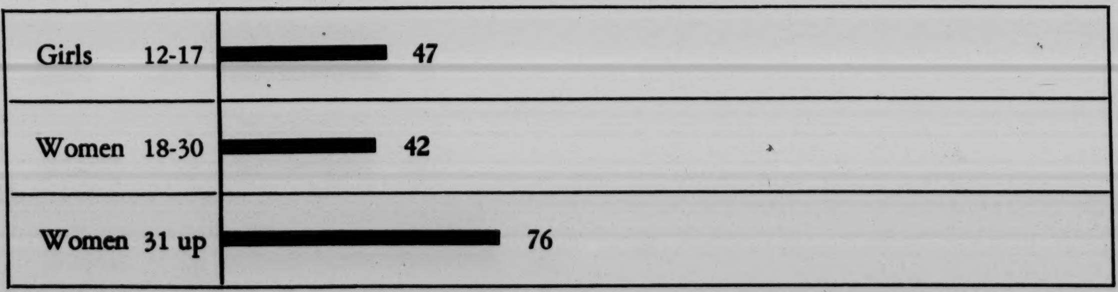
TEMPLE, Shirley

Player's Rating By Groups

April, 1940



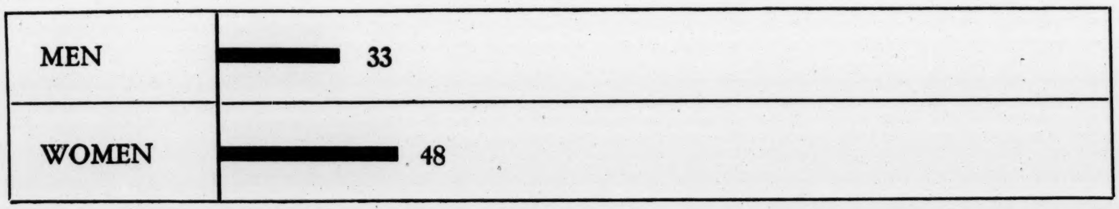


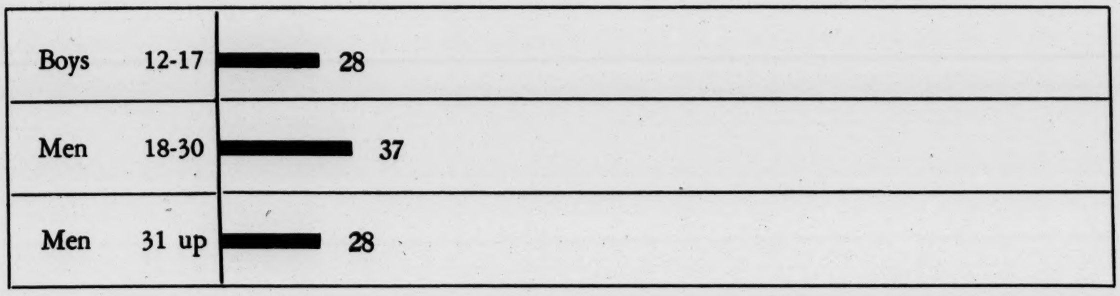


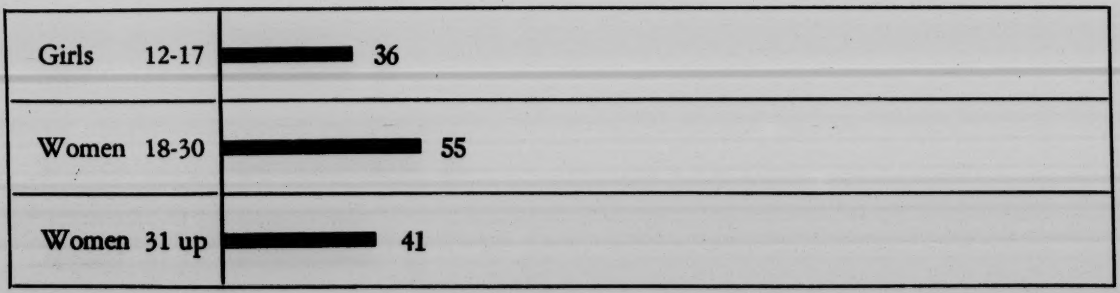
TONE, Franchot

Player's Rating By Groups

April, 1940



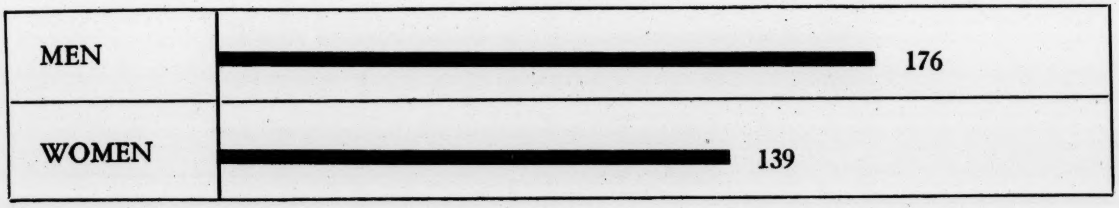


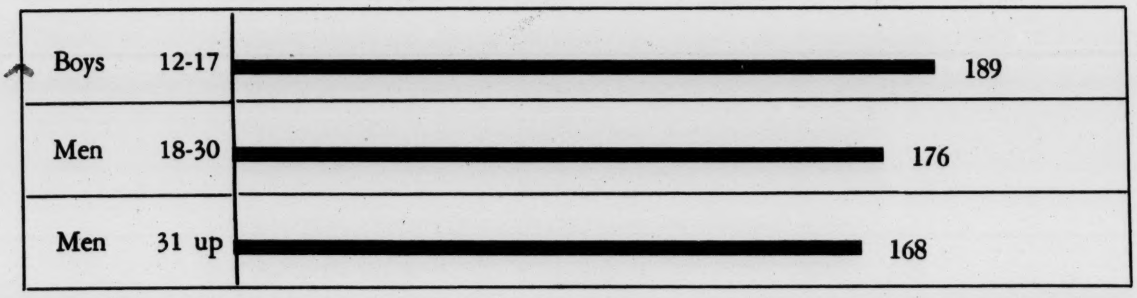


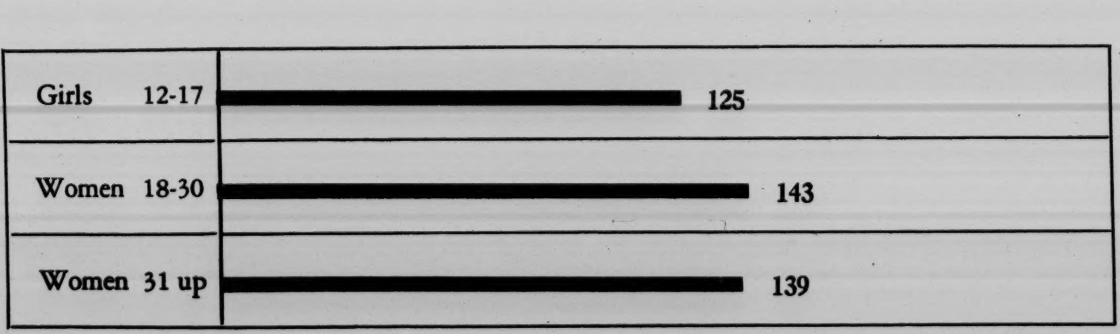
TRACY, Spencer

Player's Rating By Groups

April, 1940



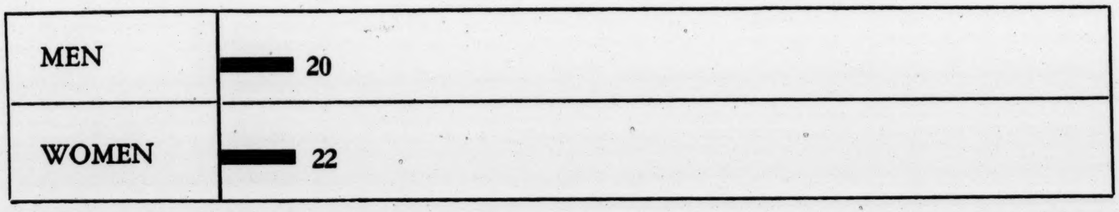


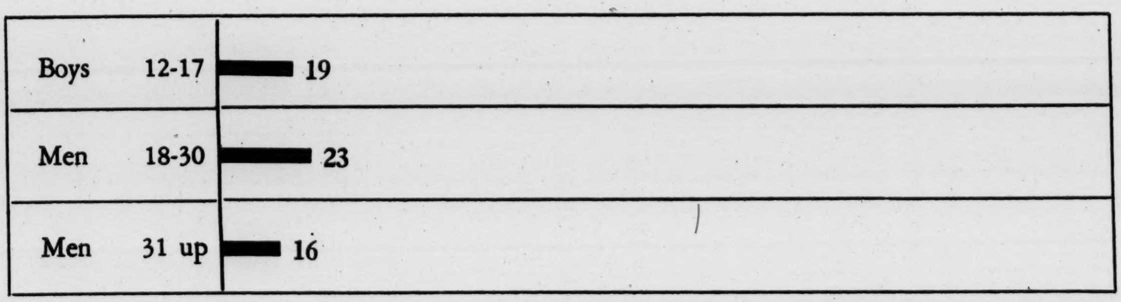


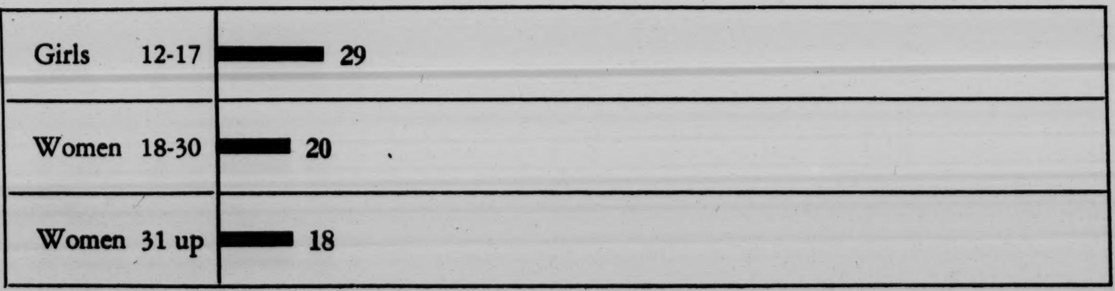
TREVOR, Claire

Player's Rating By Groups

April, 1940



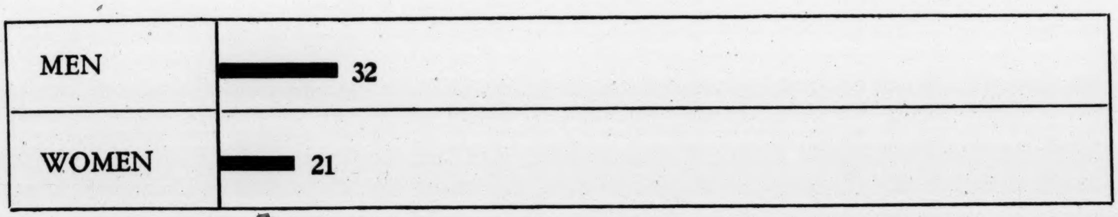


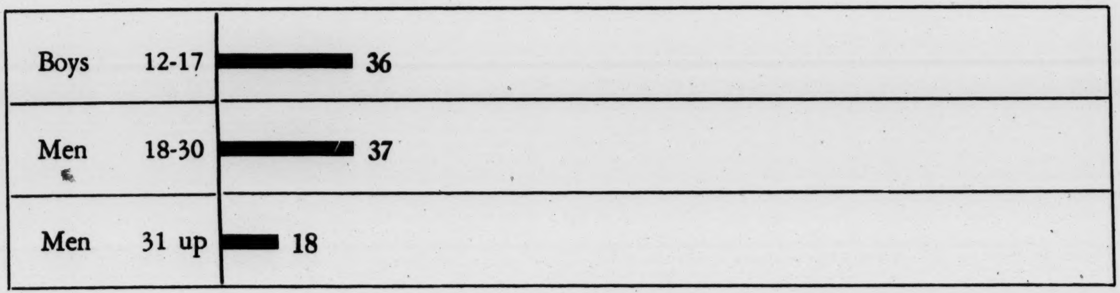


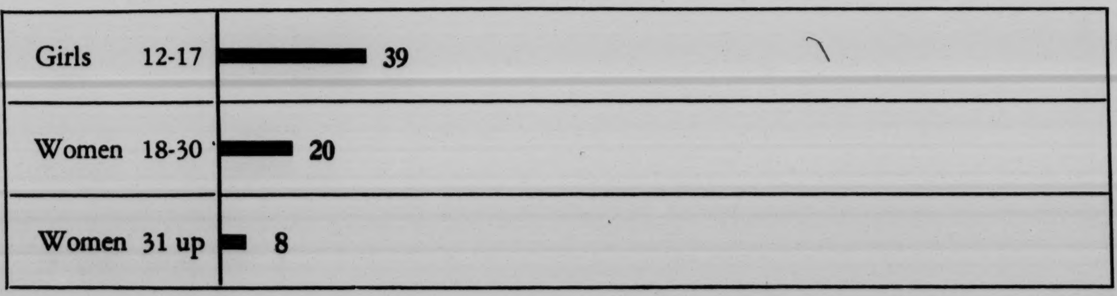
TURNER, Lana

Player's Rating By Groups

April, 1940

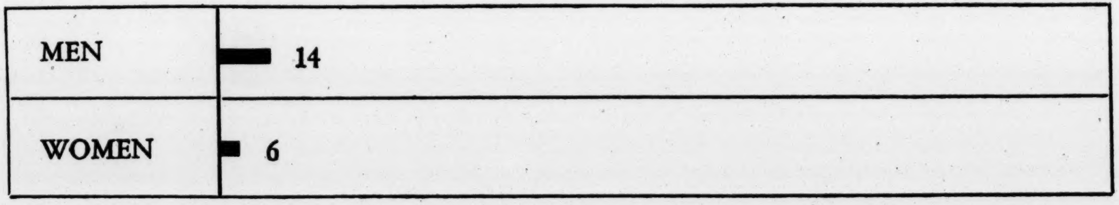


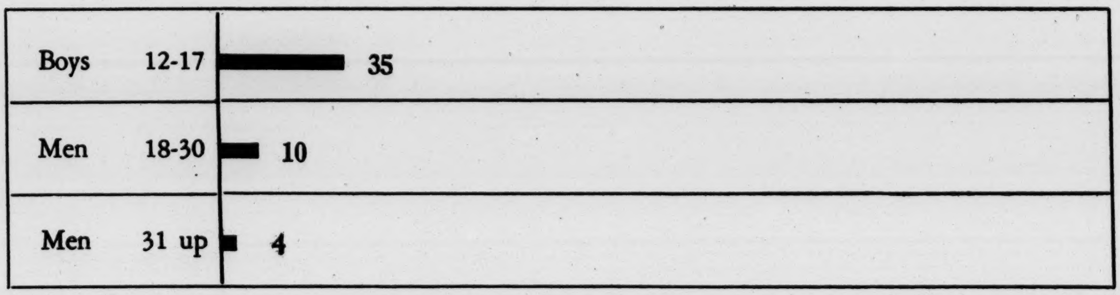


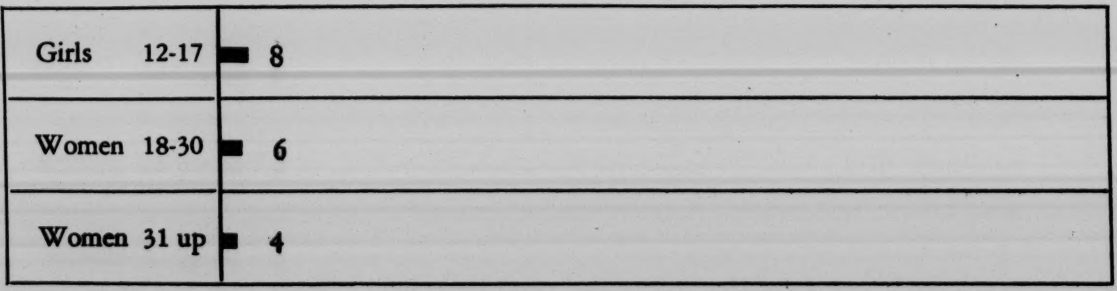


Player's Rating By Groups

April, 1940



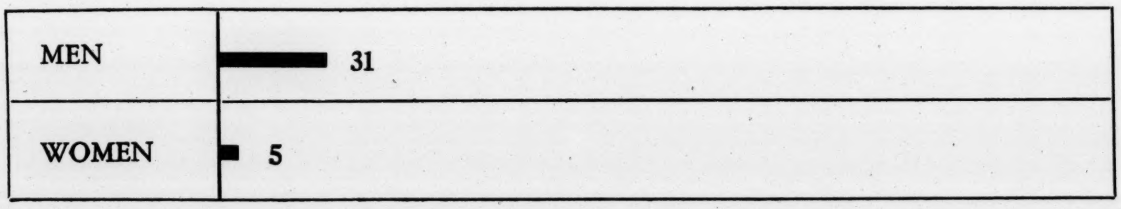


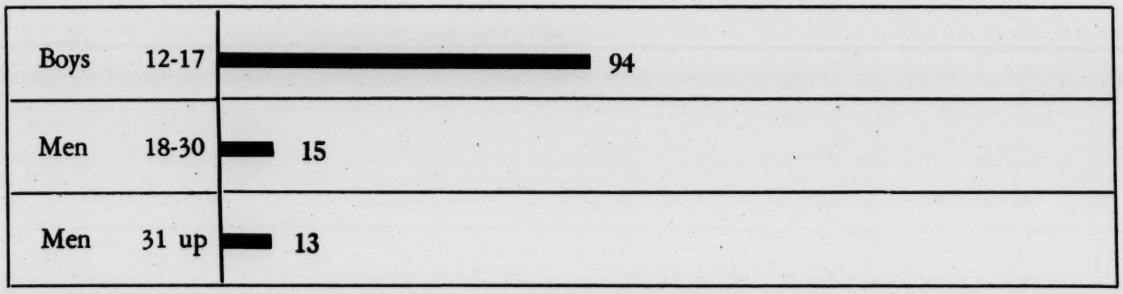


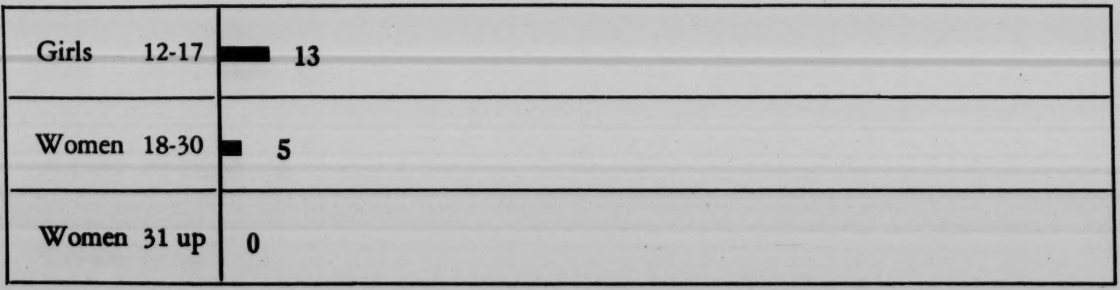
WEISSMULLER, Johnny

Player's Rating By Groups

April, 1940

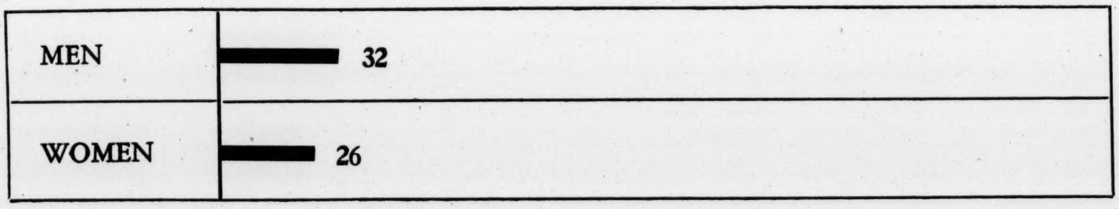


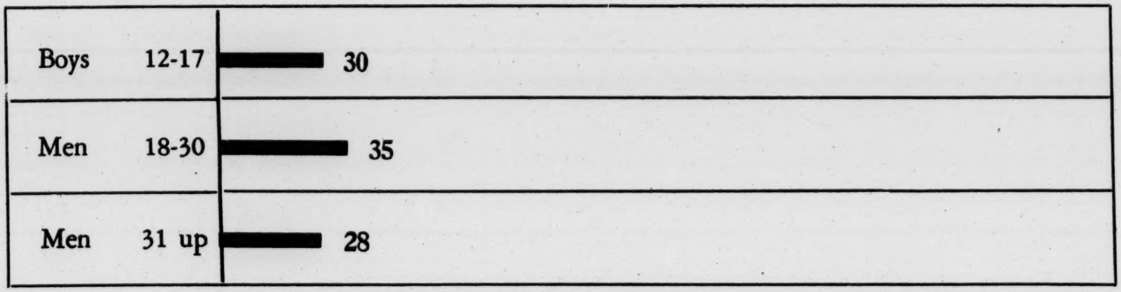


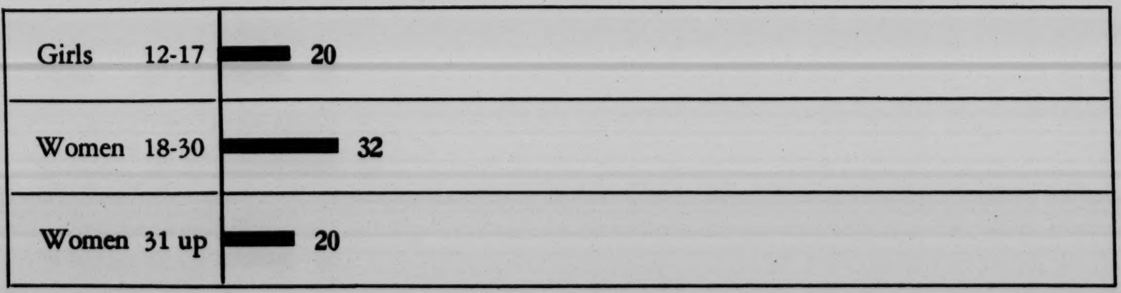


Player's Rating By Groups

April, 1940



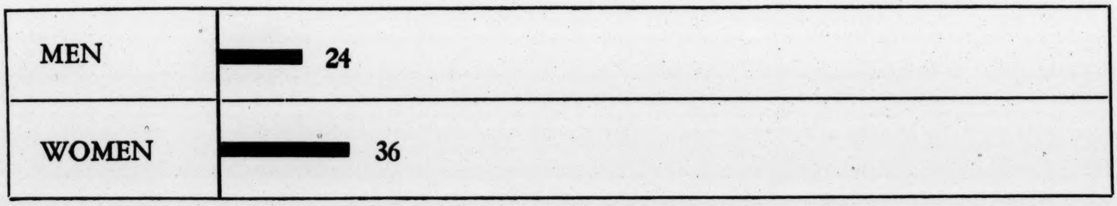


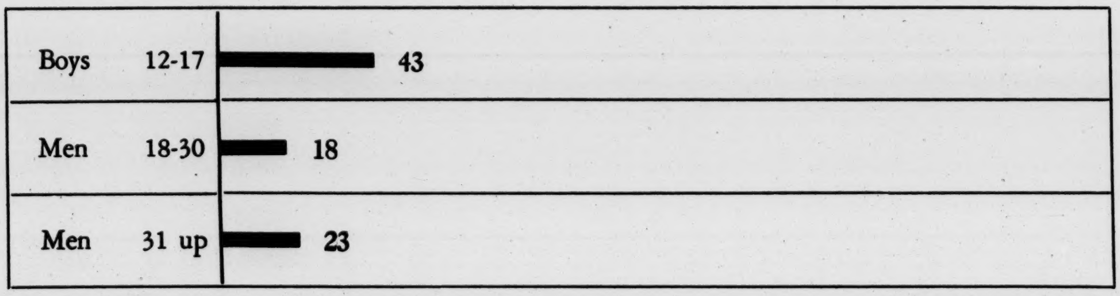


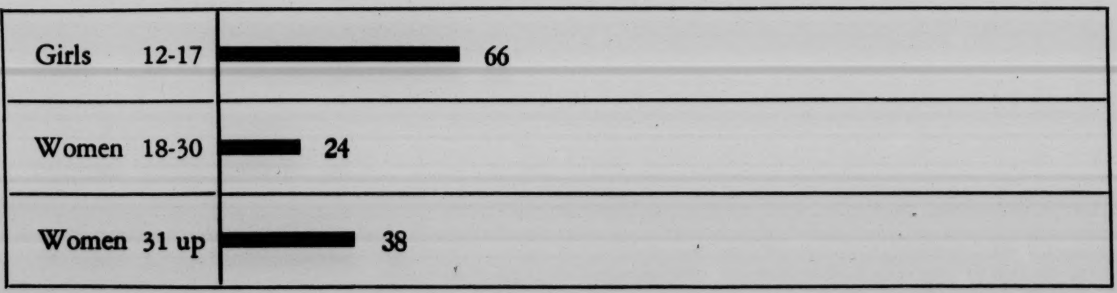
WITHERS, Jane

Player's Rating By Groups

April, 1940



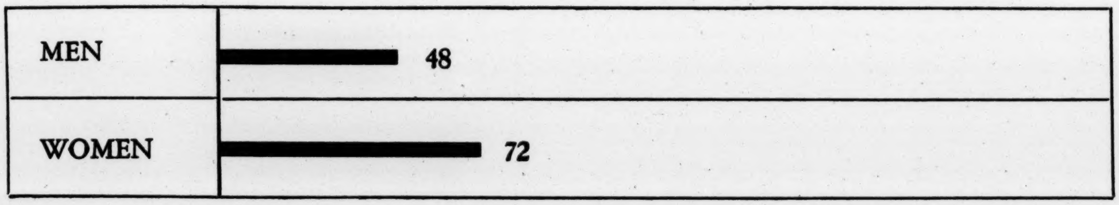


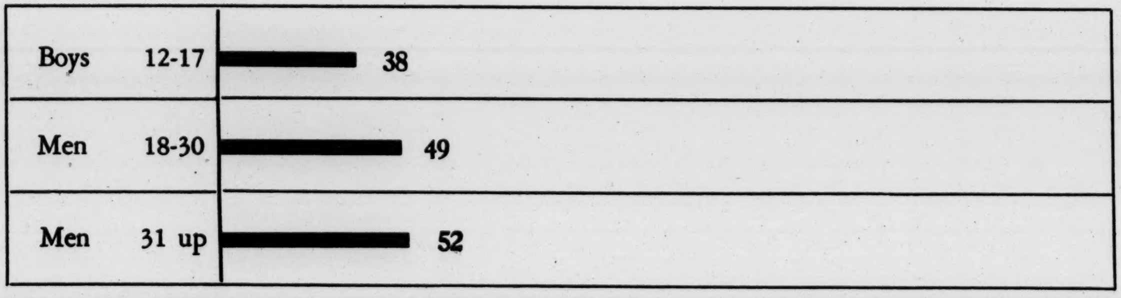


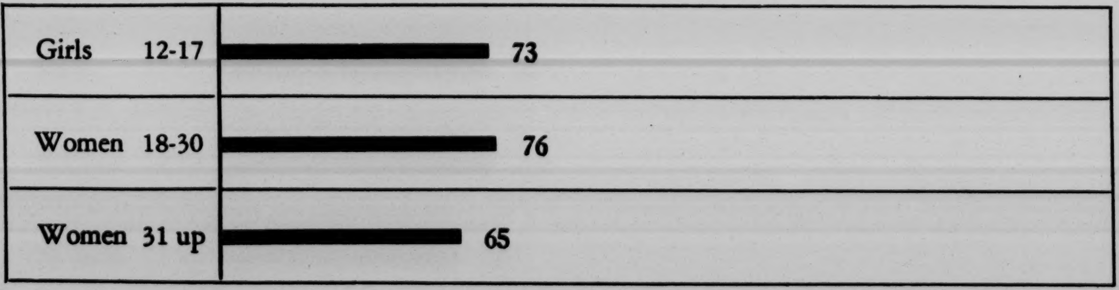
YOUNG, Loretta

Player's Rating By Groups

April, 1940







Player's Rating By Groups

April, 1940